Fruit Situation

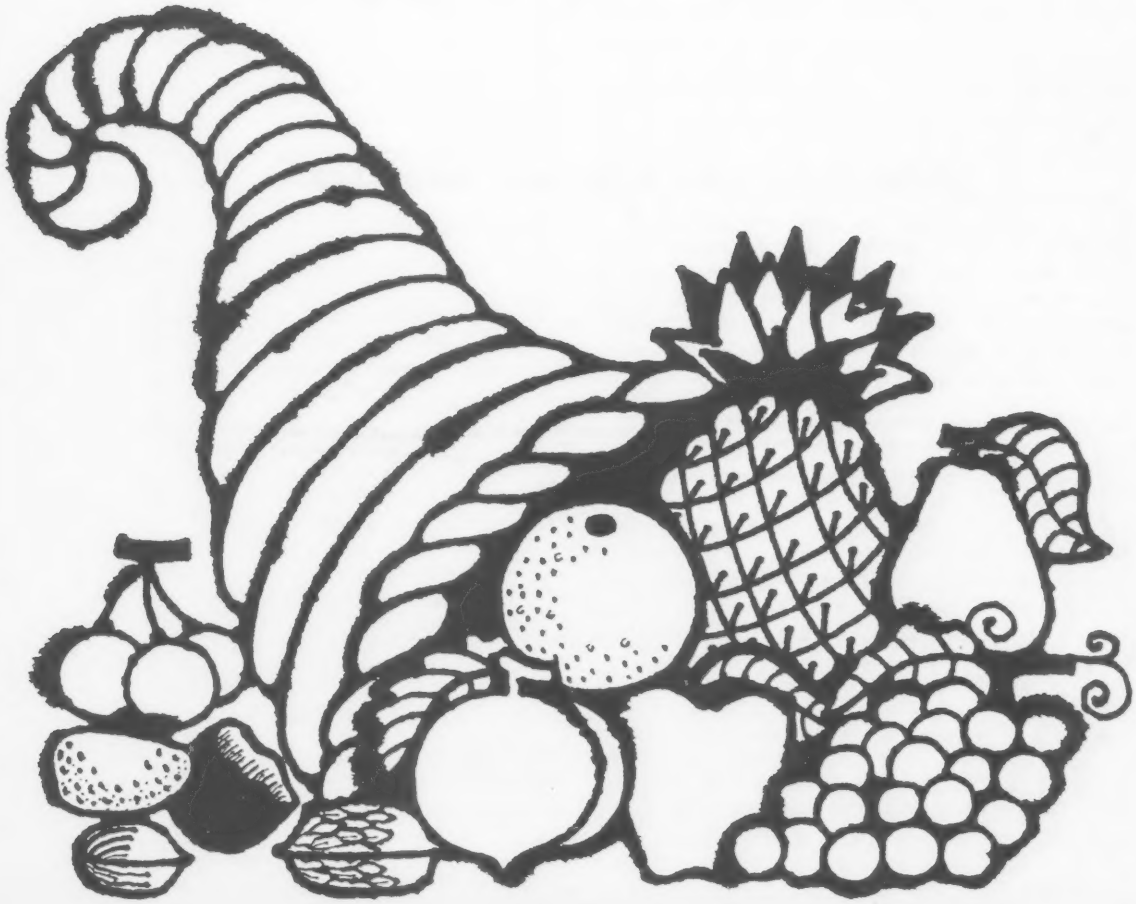
Economics, Statistics,
and Cooperatives Service

U.S. Department of
Agriculture

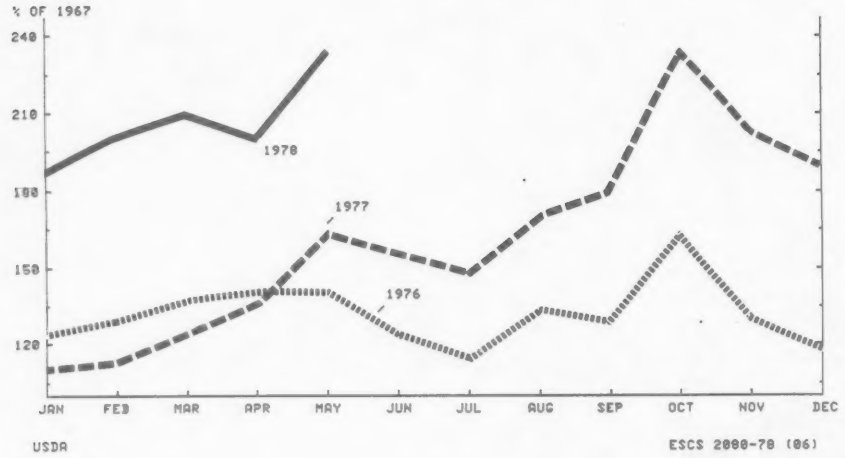
TFS-207

JULY
1978

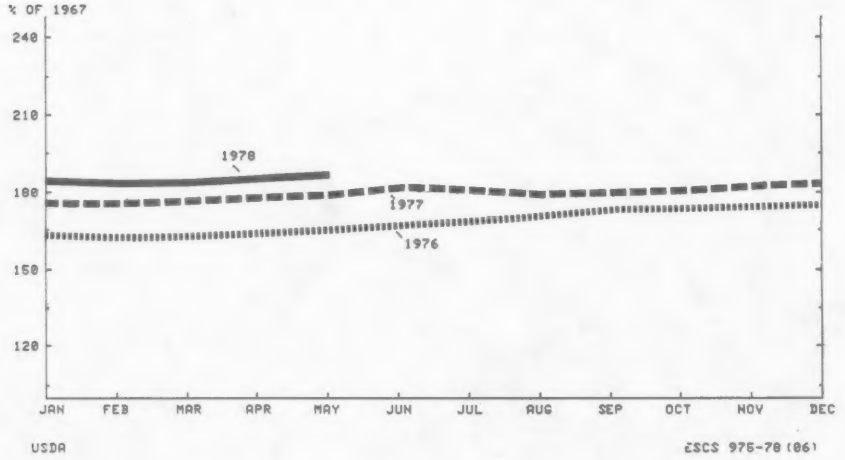
Approved by the
World Food and
Agricultural Outlook
and Situation Board



FRESH FRUIT : PRICES RECEIVED BY GROWER



CANNED FRUIT: BLS WHOLESALE PRICE INDEX



THE FRUIT SITUATION

CONTENTS

	Page
Summary	3
General Price Outlook	4
Noncitrus	5
Apricots	5
Bananas	5
Cherries	6
Grapes	7
Nectarines	8
Peaches	8
Pears	10
Plums and Prunes	11
Strawberries	11
Other Fruit (Fruit Cocktail)	12
Citrus	13
Oranges	13
Grapefruit	15
Lemons	16
Tree Nuts	17
Per Capita Fruit Consumption	17
Special Article: A Brief Overview of the United States Peach Industry	39
List of Tables	44

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Approved by
World Food and Agricultural
Outlook and Situation Board
and Summary released
June 30, 1978

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The *Fruit Situation* is published in March, July, September, and November. Subscription for single issues is available at no charge upon request to principal contributors.

SUMMARY

Smaller Fruit Supplies and Strong Demand Boost Prices

Cool, wet, and windy weather delayed maturity of fruit this spring. Heavy rains and mild winter weather reduced yields of most noncitrus fruits in California. The indicated 1978 summer deciduous crop (excluding dried prunes) will be 12 percent less than both last season and in 1976.

Smaller crops of apricots, cherries, peaches, Bartlett pears, and plums are expected in the important western producing areas. Total U.S. peach production will be down 14 percent because the California clingstone crop is expected to be 24 percent smaller than in 1977. Freestone production in the 9 southern States will be up slightly. Plums and West Coast Bartlett pears will be down sharply from the 1977 level. California nectarines appear to be in larger supply.

Early shipping point prices for fresh market fruit have been higher this year than last. Because of the late season, prices have remained firm through mid-June. With smaller total supplies, prices for fresh fruit are expected to remain above last year's level throughout this marketing season.

Reflecting the large 1977 pack, stocks of most major canned fruits on April 1 were at sufficient levels. These stocks have tempered grower asking prices for raw product peaches and pears for processing. However, with smaller crops and strong consumer demand, prices for all soft fruits for processing are expected to be negotiated at levels substantially higher than last year.

The 1977/78 citrus crop is substantially smaller than last season's. On June 1, the citrus crop was estimated at 12.9 million metric tons, 7 percent smaller than last year. The orange and grapefruit crops are below year-earlier levels, but production of Temples and lemons is up. Remaining supplies of oranges for harvest are larger than at the same time last year, but smaller quantities of lemons and grapefruit remain for harvest.

Stocks of frozen concentrated orange juice (FCOJ) are smaller than a year ago, reflecting a smaller crop, good movement, and a slower harvesting pace. Juice yields are expected to average 1.24 gallons per box this year (from 1.07 gallons last year) and carryout at the end of the season is expected to be slightly larger. Canner list prices have remained fairly steady this season at $3.30 to

$3.35 per dozen 6-ounce cans (f.o.b. Florida), sharply above last year's level. Increased consumer purchases of other juices and other forms of orange juice have tempered additional FCOJ price rises.

Prices for fruit will remain higher this summer than a year ago. Prices received by growers for fresh and processed fruit have steadily advanced this year to record-high levels. With higher prices for apples and citrus and smaller soft fruit production in prospect, grower, wholesale, and retail fruit prices are expected to remain substantially higher this summer than a year ago.

With smaller crops in prospect and higher costs of processing, wholesale prices of canned fruit will continue strong. Wholesale prices for frozen citrus juice will remain higher, while prices for frozen strawberries are expected to decline to moderate levels in view of large stocks on hand.

During 1977, per capita consumption of fruit declined nearly 4 pounds to 216 pounds (fresh weight equivalent), the third highest amount this decade. Consumption of fresh fruit declined to 84.1 pounds per person, while consumption of processed products increased to 131.9 pounds. Demand for fruit remains good, but with smaller fruit crops and higher prices in prospect, per capita consumption in 1978 will probably decline from the 1977 level.

RECENT DEVELOPMENTS AND OUTLOOK

GENERAL PRICE OUTLOOK

The index of prices received by growers for fresh and processed fruit during 1978 has been sharply above a year ago, reaching a record level of 257 (1967=100) in June, compared with 153 a year ago. Higher prices are reported for all fruits except strawberries. With the seasonal decline in supplies of citrus and the prospective smaller noncitrus crops, the index is expected to remain substantially to sharply above year-earlier levels during the summer.

Table 1— Index of quarterly prices received by growers for fresh and processed fruit

Year	(1967=100)			
	1st	2nd	3rd	4th
1973	123	136	148	142
1974	133	140	148	142
1975	129	152	140	130
1976	126	126	130	135
1977	122	147	164	197
1978	195	224		

Source: Agricultural Prices, SRS.

Sharply higher prices for apples and oranges received by growers have also resulted in substantially higher retail prices for fresh fruit, based on the Bureau of Labor Statistics (BLS) price index. The May index stood at 218.8 (1967=100), almost 18 percent above last year. As the supplies of fresh citrus dwindle, the index is expected to continue to advance until larger supplies of the new citrus and noncitrus crops become available this fall.

Table 2—Quarterly retail price indexes for fresh fruits

Year	(1967=100)			
	1st	2nd	3rd	4th
1973	126	142	148	139
1974	138	153	164	149
1975	150	171	177	147
1976	146	161	170	166
1977	172	190	193	185
1978	196	[1]216		

[1] A two-month average.

Source: Retail price, BLS.

Higher costs of raw products and processing, combined with generally good demand, have kept wholesale prices of most processed fruit and juice moderately to substantially above a year ago. The May BLS wholesale price index for canned fruit, at 186.3 (1967=100), was 4.3 percent above last year. Higher prices were recorded for all canned fruit. With smaller crops in prospect, wholesale prices of canned fruit will continue to strengthen. The reduced supplies of processed citrus juice have contributed to sharply higher prices for these products. In contrast, larger supplies of raisins have lowered wholesale prices substantially below last year's high levels caused by 1976's crop failure. Despite larger supply prospects, wholesale prices of frozen strawberries have remained firm at levels moderately above a year earlier.

NONCITRUS

If present indications are realized, this summer's production of early harvested noncitrus fruit (excluding dried prunes) will be 11 percent smaller than 1977's. Because of rain, wind, and low temperature during the bloom period, most crops in the West Coast States are expected to be smaller. Thus, consumers will pay higher prices for these noncitrus fruits this summer.

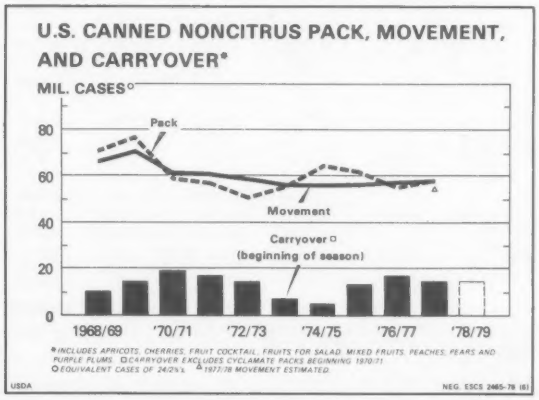
Table 3—U.S. fruit production for selected crops, 1976, 1977, and indicated 1978

Crop	1976[1]	1977[1]	1978
	1,000 tons		
Apricots	155	147	128
Cherries, sweet	173	148	133
Cherries, tart	73	107	88
Nectarines	128	150	160
Peaches	1,510	1,496	1,316
Bartlett pears (West Coast)	580	544	428
California plums	115	157	145
Total	2,734	2,749	2,398
California prunes (dried basis)	148	157	142

[1] Includes unharvested production and excess cullage, (Tons): Total apricots, 1976-26,160, 1977-5,000.

Source: Crop Production, ESCS-SRS.

The smaller summer fruit crop also will affect the supplies and prices of processed fruit packed this summer and fall. Although sufficient, total stocks of canned noncitrus fruit on April 1 were smaller than a year ago. Thus, with smaller inventories and prospects for a generally smaller pack, the total supply this coming season will be tight. Combined with higher costs of processing, most canned fruit prices will advance.



The smaller early noncitrus crop also will result in a smaller frozen fruit pack. However, the frozen strawberry pack, the major frozen item, will be larger. Stocks of the 10 major frozen fruit and berry items on April 30 also were sharply larger. Thus, total supplies appear to be adequate for the 1978/79 season.

Apricots

Substantially Smaller Production

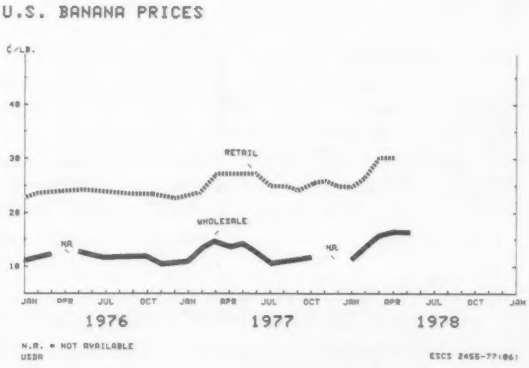
If current prospects are realized, the 1978 apricot crop will total 128,000 tons (116,000 metric tons), 13 percent below last year and 17 percent less than the 1976 crop. The California crop is forecast at 125,000 tons, 13 percent below last year, while the Utah crop, at 600 tons, s only a third of the 1977 crop. In Washington, the crop is expected to total 2,600 tons, the same as last year. The mild winter, which lacked the required chilling hours, decreased the bloom density, and rain during the bloom period limited pollination. Yields in California are lower than usual.

Canning accounted for 55 percent of the apricot crop in 1977. With a smaller crop in prospect, the total 1978 pack of canned apricots will be substantially less than in 1977. Combined with the sharply smaller stocks, canned apricots will face a very tight supply situation. Thus, wholesale prices of canned apricots are expected to remain considerably higher than a year ago.

Bananas

Substantially Higher Prices

The U.S. average BLS retail prices of bananas have been moderately to substantially above year-earlier levels. In May, the BLS retail price of bananas averaged 31.9 cents per pound, 16 percent above a year ago. Some of this increase was due to



a sharp increase in the importers' selling prices. The BLS wholesale price rose from $4.66 per 40-pound carton in January to $6.50 in May. In addition, the spread between the importers' selling price and the retail price also increased from 13.2 cents per pound in January to 15.6 cents in May. Some of the increase in the spread can be attributed to the higher cost of marketing inputs and transportation. Demand for bananas is strong but banana prices are still low, compared with prices of apples and oranges.

Imports Up Slightly

U.S. gross imports of bananas, including re-exports (mostly to Canada) during 1977, totaled 4,666 million pounds, compared with 4,636 million pounds in 1976. Imports of bananas during the first 4 months of 1978 have increased 3 percent from year-earlier levels. The increases in imports from Colombia, Ecuador, Honduras, and Nicaragua more than offset the decreases from Costa Rica, Guatemala, Panama, and other areas. However, even with the slight increase in imports, banana prices are expected to remain above year-earlier levels due in part to prospective smaller supplies of summer fruits.

Table 4—U.S. fresh banana imports by country of origin, calendar years, 1974-77

Country	1974	1975	1976	1977
	1,000 metric tons			
Colombia	108.4	142.1	111.3	105.5
Costa Rica	385.7	631.0	695.6	556.0
Ecuador	476.7	430.7	396.3	441.3
Guatemala	236.5	204.6	234.3	214.7
Honduras	536.7	262.6	485.4	512.1
Nicaragua	106.3	121.2	111.1	104.1
Panama	126.2	108.6	57.1	142.7
Other	9.7	9.6	11.9	40.4
Total	1,986.2	1,910.4	2,103.0	2,116.8

Source: Bureau of the Census, U.S. Department of Commerce.

Cherries

Sweet Cherry Production Down Substantially

U.S. sweet cherry production in 1978 is expected to total 133,000 tons (120,000 metric tons), one-tenth smaller than 1977 and the lowest since 1972. Production of sweet cherries in seven western States, forecast at 94,300 tons, is 23 percent less than last year. An increase of 53 percent from 1977 in the Great Lakes States, however, is partially offsetting. Smaller production was forecast for all western States, except Idaho, with California less than half of 1977; Oregon, off 12 percent; and Washington down 15 percent. Wind, rain, and low temperatures affected the pollination and set.

The first forecast of Michigan's crop, at a record 35,000 tons, is up 52 percent from last year and 2.6 times the 1976 output. The crops in New York and Pennsylvania are likewise well above year-earlier levels. With the reduced western crop, the Great Lakes States will account for almost 30 percent of

Table 5—Cherries: Production by type, 12 States, 1976, 1977, and indicated 1978

State	Sweet			Tart			All varieties		
	1976[1]	1977[1]	1978	1976	1977	1978	1976	1977	1978
				Tons					
New York	2,500	1,800	3,000	7,150	5,900	9,750	9,650	7,700	12,750
Pennsylvania	460	350	430	3,800	3,200	3,350	4,260	3,550	3,780
Ohio	---	---	---	150	100	100	150	100	100
Michigan	13,500	23,000	35,000	45,000	81,000	62,500	58,500	104,000	97,500
Wisconsin	---	---	---	2,950	6,100	4,750	2,950	6,100	4,750
5 Great Lake States	16,460	25,150	38,430	59,050	96,300	80,450	75,510	121,450	118,880
Montana	2,650	2,600	2,400	---	---	---	2,650	2,600	2,400
Idaho	3,000	2,200	2,400	---	---	---	3,000	2,200	2,400
Colorado	500	550	100	1,650	1,150	750	2,150	1,700	850
Utah	6,000	5,800	3,400	8,500	5,600	4,500	14,500	11,400	7,900
Washington	54,300	47,000	40,000	---	---	---	54,300	47,000	40,000
Oregon	39,000	37,500	33,000	4,100	4,000	2,250	43,100	41,500	35,250
California	51,000	27,000	13,000	---	---	---	51,000	27,000	13,000
7 Western States	156,450	122,650	94,300	14,250	10,750	7,500	170,700	133,400	101,800
12 States	172,910	147,800	132,730	73,300	107,050	87,950	246,210	254,850	220,680

[1] Includes unharvested production and excess cullage, (Tons): Total sweet, 1976-5,230; 1977-1,300.

Source: Crop Production, ESCS-SRS.

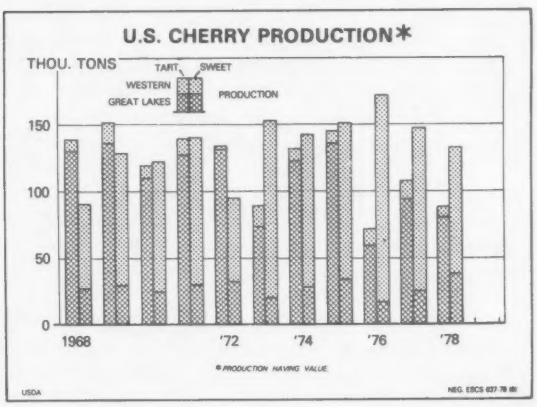
the total 1978 crop, compared with only 17 percent in 1977.

Through mid-June, shipments of fresh cherries have been light and prices high. A large proportion of the crop is likely to be marketed fresh this year in view of the small crop and substantially higher prices in fresh market. In addition, Japan has agreed to import approximately 1,400 tons of sweet cherries from the Northwest during 1978—a first for the Northwest industry.

On April 1, stocks of canned sweet cherries were moderately smaller than a year ago. Combined with a smaller pack in prospect, the supply of canned sweet cherries for the 1978/79 season will be tight. The BLS wholesale price of canned sweet cherries has been steady at $8.56 per case (12 No. 303 cans) since last December, a tenth above April 1977. With the tight supply in prospect, wholesale prices are expected to advance to levels substantially higher than a year ago.

Sharply Smaller Tart Cherry Production in Prospect

The nation's 1978 tart cherry production is forecast at 176 million pounds (79,800 metric tons), 18 percent below last year, but 20 percent greater than the short crop of 1976. Output in the Great Lakes States (Michigan, New York, Ohio, Pennsylvania, and Wisconsin) is expected to total 161 million pounds. This is 16 percent below last year, but 36 percent above 1976's freeze-damaged crop.



The Michigan crop, representing nearly three-fourths of the U.S. total, is forecast at 125 million pounds. This is 23 percent less than last year, but 39 percent over the small 1976 crop. The Wisconsin crop is also expected to be almost one-fourth smaller, while Ohio's production remains unchanged. However, a sharply larger crop than in both 1976 and 1977 was forecast from New York. The crop from the West (Colorado, Oregon, and Utah) is forecast at 15 million pounds, off 30 percent from 1977.

Almost all the tart cherry crop is processed. Canned tart cherry supplies on April 1 were almost depleted, with the stocks of only 26,000 cases (24/2½'s), the smallest in years. In contrast, at the beginning of June, stocks of frozen tart cherries were a third larger than a year ago. With the current stock situation and sharply smaller crop in prospect, the supplies of both canned and frozen tart cherries for the 1978/79 season will be tight. Although prices have not been established between the growers and processors, smaller supplies in prospect, combined with less competition from other noncitrus fruit, indicate that negotiated prices will be substantially higher than in 1977.

Grapes

Although the official estimates of the California grape crop will not be available until July 11, and data on total U.S. grape production will not be released until August 10, industry sources indicate the California grape crop will be near last year's level. However, with the continued increase in bearing acreage of wine grapes in California, wine grape production in 1978 is likely to increase.

Growth Rate of Wine Marketings Continues Rise

The growth rate of 6.4 percent for all wine entering distribution channels in 1977 was the highest in the last 5 years and brought total movement slightly above 400 million gallons. This is virtually double the 203.4 million gallons sold in 1967. However, the rate of increase was significantly larger for foreign wine than domestic wine. Marketing of domestic wine in 1977 increased only 4.4 percent from 1976, while that of foreign wine gained 16.6 percent. The strong showing by imports raised that segment's market share from 15.7 to 17.2 percent.

During the first 3 months of 1978, all wine entering U.S. distribution channels was up 5 percent from the comparable 1977 period, with increases recorded for both domestic and foreign wine. Despite the increased sales, inventories of U.S. wines at the end of March were 9 percent higher than a year earlier, with the increases recorded for both table and dessert wines. The following table shows wine inventories in California, other States, and the United States for the last 3 years.

Higher Wine Prices

In response to higher prices for wine grapes, bulk prices for California wines shipped to the bottling trade have been moderately to substantially

Table 6--Wine: Inventories in California, Other States, and United States[1]

Area and type of wine	March 31		
	1978[3]	1977[4]	1976[4]
	1,000 gallons		
California:			
Table	317,961	283,133	264,675
Dessert	68,330	65,239	69,623
Other	14,970	15,569	16,972
Total	401,261	363,941	351,270
Other States:			
Table	26,667	28,724	28,876
Dessert	12,542	11,661	12,486
Other	4,292	4,675	4,585
Total	43,501	45,060	45,947
United States:[2]			
Table	344,629	311,861	293,543
Dessert	80,871	76,899	82,116
Other	19,262	20,244	21,561
Total	444,762	409,004	397,220

[1] Inventories in bonded wineries and wine cellars. Excludes substandard wine produced as distilling material. [2] Sum of components is not equal to total in all cases as a result of rounding individual figures. [3] Preliminary. [4] Sum of figures for California and Other States may not equal U.S. totals because U.S. totals are revised figures and revised figures are not available for individual states.

Source: Prepared by Wine Institute from reports of the Bureau of Alcohol, Tobacco and Firearms.

above year-earlier levels. In mid-June, regular and pale dry sherry was $1.40 to $1.45 per gallon, compared with $1.25 a year ago. The BLS wholesale price index for table and dessert wines (in fifths, f.o.b. winery) at 165.9 (1967=100) in May 1978 was almost one-tenth above a year ago.

As a result of higher wholesale prices and increased costs of marketing, retail prices for table and dessert wines also continue to increase. The consumer price index for table and dessert wine averaged 175.4 (1967=100) during April 1978, almost one-tenth above April 1977.

Raisin Stocks Larger, Prices Lower

The raisin carryover at the end of the current marketing season is likely to be substantially larger than last year's low stocks. A sharply larger pack this season is chiefly responsible. However, with the current crop running later than normal, some of the inventory may be used to fill the late summer orders.

According to the Raisin Administrative Committee, shipments of all varieties of raisins into all markets for the first 10 months of the current crop year (August-May) were 6 percent above a year ago. Exports showed a sharp increase. Excluding shipments to Canada, 36,295 tons of raisins have been exported, 19 percent more than last year. Japan and West Germany were our leading customers.

In response to larger supplies, wholesale prices of raisins have been below year-earlier levels since last October. The average BLS wholesale price in May, at $16.11 per case of 24 15-ounce packages, was 23 percent below May 1977. Prices have advanced since last February but are not expected to be above a year ago during the remainder of the season.

Nectarines

The 1978 California nectarine crop is forecast at 160,000 tons, 7 percent above 1977 and 25 percent above 1976. Fruit quality is good, although sizes are below expectations. Nearly all nectarines are used fresh and because of earlier maturity, total shipments of nectarines to fresh markets through mid-June were slightly smaller than last year. Opening prices at shipping points were substantially higher and by late June prices were fifty percent higher than a year ago. Smaller supplies of competing fruits probably contributed to higher prices. The 1977 season average price received by growers for fresh nectarines averaged $203 per ton, compared with $245 in 1976. Prices in 1978 are likely to average higher than the low level in 1977.

Peaches

Moderately Smaller Peach Crop

The total U.S. peach crop, forecast at 2.63 billion pounds, is 12 percent less than last season's total and 13 percent below the 1976 crop. Most of the decrease is from the substantially smaller output of canning peaches (clingstones) in California, estimated at 1.15 billion pounds, 24 percent less than in 1977. Excluding California clingstones, peach production is expected to total 1.5 billion pounds, slightly under a year ago and 3 percent below the 1976 total.

Production of peaches in the 9 southern States is expected to be 539 million pounds, 4 percent above the 1977 crop. Most of the increase is accounted for by Georgia, with an estimated production at 145 million pounds, sharply above the short 1977 crop. In South Carolina, the region's leader, production is expected to total 230 million pounds, a decline of 16 percent from 1977.

In the western States, smaller crops are forecast in nearly all areas as a result of unfavorable spring weather and some freeze damage. California's freestone crop, at 430 million pounds, is well below the last 2 seasons.

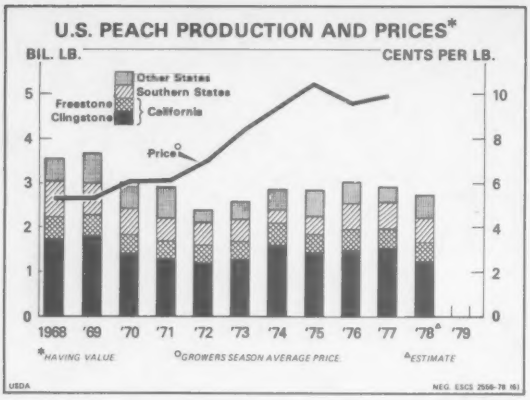
In the more northern States, crop prospects show a mixed picture. In Pennsylvania and New Jersey, winter damage and spring freezes reduced this year's crop by 11 and 27 percent, respectively.

Table 7—Peaches: Total production and season average prices received by growers, 1976, 1977, and indicated 1978 production

State	Production			Price per pound[1]	
	1976[2]	1977[2]	1978	1976	1977
	Million pounds			*Cents*	
Southern States:					
North Carolina	25.0	35.0	44.0	13.3	12.4
South Carolina	270.0	275.0	230.0	14.5	14.2
Georgia	200.0	90.0	145.0	12.0	15.3
Alabama	14.0	10.0	15.0	15.3	14.9
Mississippi	5.0	4.0	4.0	15.0	17.0
Arkansas	42.0	40.0	38.0	11.6	11.3
Louisiana	7.0	6.5	7.0	16.0	20.0
Oklahoma	8.0	10.0	11.0	14.0	11.5
Texas	17.0	48.0	45.0	18.0	14.0
Total Southern States	588.0	518.5	539.0		
California:					
Clingstone[3]	1,498.0	1,508.0	1,150.8	6.9	7.0
Freestone	464.0	476.0	430.0	7.4	8.8
Total California	1,962.0	1,984.0	1,580.8		
Other States:					
Massachusetts	3.3	3.5	3.5	26.0	22.0
Connecticut	4.1	6.0	5.0	26.0	24.0
New York	9.5	13.0	15.0	17.0	17.5
New Jersey	80.0	110.0	80.0	16.2	17.0
Pennsylvania	90.0	95.0	85.0	13.0	12.9
Ohio	15.0	3.0	13.0	18.7	23.5
Indiana	5.5	1.0	7.0	9.6	23.0
Illinois	20.0	9.0	21.0	14.5	16.4
Michigan	40.0	55.0	55.0	14.1	15.6
Missouri	22.5	11.0	24.0	18.8	20.0
Kansas	4.0	9.0	8.0	16.5	15.0
Delaware	1.6	2.4	2.7	17.0	12.5
Maryland	18.0	21.0	22.0	13.3	13.5
Virginia	15.0	19.0	40.0	12.9	12.0
West Virginia	15.0	15.0	27.0	14.4	14.5
Kentucky	9.0	.1	11.0	15.3	14.6
Tennessee	8.0	8.0	8.4	13.5	13.0
Idaho	12.0	12.5	11.0	10.0	12.0
Colorado	14.5	18.0	7.0	16.8	13.7
Utah	18.0	18.0	12.0	12.7	12.6
Washington	50.0	41.0	41.0	8.9	10.9
Oregon	15.0	18.0	13.0	17.6	14.7
Total Other States	470.0	488.5	511.6		
United States	3,020.0	2,991.0	2,631.4	9.6	9.9

[1] Season average price received by growers. [2] Includes unharvested production and excess cullage (million pounds): United States, 1976-223.6, 1977-15.8. [3] California clingstones is over the scale tonnage and includes culls and cannery diversions (million pounds): 1976-154.0, 1977-115.0.

Source: Crop Production, ESCS-SRS.



Crop increases in New York, Maryland, Delaware, and Ohio are forecast. Peach production in Illinois and Indiana is expected to rebound from last season's small crop. However, peach prospects in Michigan remain unchanged from last year.

Harvest of early variety peaches commenced in mid-May, and reports from major shipping points indicate opening prices were above year-earlier levels. In central and south San Joaquin Valley, California, f.o.b. prices for 2-layer lugs, tray pack, yellow flesh peaches, U.S. No. 1 grade, opened at $8.80 compared with $7.65 a year ago. Through June 10, total shipments of fresh peaches were running sharply behind last year's pace, reflecting the late southern crop and the lighter California crop. Prices will decline seasonally with increased volume but are likely to remain above a year ago. With lighter supplies expected from some of the late States, f.o.b. prices during August and September are likely to reach levels substantially above a year ago.

Smaller Supplies of Canned Clingstone Peaches in Prospect

The prospective smaller clingstone peach crop is likely to result in the smallest pack of canned peaches in the last several years. Current indications point to a total pack of approximately 21 million cases (24 No. 2½'s) for 1978, compared with 27.6 million in 1977. Thus, even with the larger carryover stocks in prospect, total supplies of canned cling peaches may be the smallest in several years. Despite the higher prices, movement of canned peaches has been good. A sharp gain in export shipments was primarily responsible for the increased movement. Europe and Japan have purchased substantially larger quantities of canned peaches this season, while export shipments to Canada, the major destination, were slightly higher.

As with other canned fruits, wholesale prices of canned peaches have been above a year ago. In May, the BLS wholesale price averaged $5.50 per case (12/2½'s), compared with $5.44 a year earlier. The California Canning Peach Association has reached an agreement with canners on a base price of $135 per ton, compared with $122.50 in 1977. Thus, combined with higher processing costs and smaller supplies, prices of canned peaches will continue to advance during the 1978/79 season.

Pears

Bartlett Pear Crop Sharply Smaller

The West Coast Bartlett pear crop is forecast at 428,000 tons, down 21 percent from last year's total, and 26 percent lower than the 1976 crop. All three West Coast States expect smaller crops.

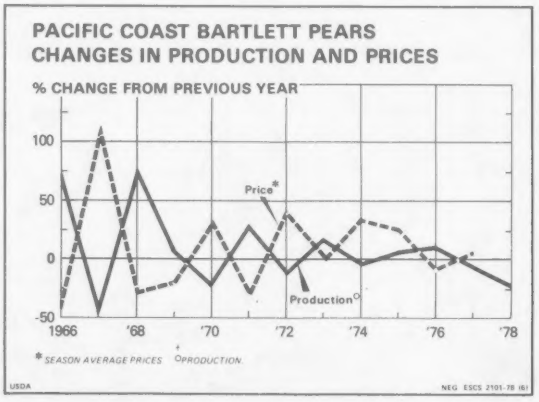
California's production is expected to total 255,000 tons, down 22 percent from last year's crop, and 30 percent lower than 1976. Fruit set is very light and fruit is not sizing well. The Washington crop, at 110,000 tons, is down one-fifth from both last year and 1976. Trees overwintered in very good condition, but pollination weather was unsettled and some crops were damaged by April and

Table 8—West Coast Bartlett pear production

State	1974	1975	1976[1]	1977[1]	Indicated 1978
	Tons				
Washington ..	126,400	133,500	140,000	138,000	110,000
Oregon	72,000	79,000	75,000	80,000	63,000
California ...	297,000	297,000	365,000	326,000	255,000
Total	495,400	509,500	580,000	544,000	428,000

[1] Includes unharvested production and excess cullage, (Tons); 1976-total 20,000; 1977-1,000.

Source: Crop Report, ESCS-SRS.



May frosts. Oregon's crop, at 63,000 tons, will be 21 and 16 percent below 1977 and 1976, respectively.

At present, there is no settlement on prices between growers and packers. However, the smaller crop forecast and lower stocks of canned pears could result in prices substantially higher than last season. In addition, small clingstone production will also affect the pricing mechanism. So far this season, retail prices of canned pears have been moderately above year-earlier levels. The smaller pear pack prospect will continue to push up retail prices.

Plums and Prunes

The 1978 California plum crop is expected to total 145,000 tons, 8 percent less than the 1977 total, but 26 percent above the 1976 crop. Early varieties were marketed in mid-May, and so far total shipments have been sharply below last year's volume. Because of the smaller crop, opening f.o.b. prices at central and south San Joaquin Valley shipping points were 12 percent above a year ago. The season average price for California plums for all uses was $313 per ton in 1977, with the total value at $49 million. With the smaller crop, grower returns for California plums are expected to be higher than last year. The stocks of canned purple plums on April 1 stood at 536,000 cases (24 No. 2½'s), down 30 percent from a year earlier.

California's prune crop is forecast at 142,000 tons (dried basis), 10 percent less than the 1977 total, and 4 percent under the 1976 crop. With the current stocks smaller than a year earlier, total supplies of dried prunes during the 1978/79 season are expected to be less than last season. Demands for dried prunes have been strong, particularly in foreign markets. According to the Prune Administrative Committee, shipments of dried prunes abroad through May 31 increased almost one-fourth from last season, while shipments to domestic markets were up only 4 percent.

Reflecting good demand, wholesale prices of dried prunes have averaged higher than a year earlier. In May, the BLS price averaged $11.92 per case (24 one-pound packages), compared with $10.36 a year ago. With the smaller supply in prospect prices are likely to remain higher.

Strawberries

Larger Strawberry Supplies Expected

Although estimates for the total U.S. strawberry crop are not available, the 1978 spring strawberry production is forecast to be 4 percent larger than in 1977. California is by far the largest producing State, with 541.2 million pounds, an increase of 4 percent from 1977. Lower yields in California, as a result of heavy rains early in the season, have nearly offset the increase in acreage. Larger production is also estimated for Oregon and Washington, but the Michigan crop is down slightly. Even with the later harvest, shipments of strawberries to fresh markets were running 15 percent ahead of last year's pace through June 13.

This season's winter strawberry crop from Florida, at 30 million pounds, was sharply larger. How-

Table 9—Strawberries: Acreage, yield per acre, and production, 1976, 1977, and indicated 1978[1]

Crop and State	Acreage			Yield per acre			Production		
	1976	1977	1978[2]	1976	1977	1978[2]	1976	1977	1978[2]
	1,000 acres			*1,000 pounds*			*Million pounds*		
Strawberries:									
Winter:									
Florida	1.4	1.5	2.0	15.0	14.5	15.0	21.0	21.8	30.0
Spring:									
California	10.8	11.6	13.7	39.0	45.0	39.5	421.2	522.0	541.2
Michigan	2.9	2.8	2.7	6.0	5.4	5.5	17.4	15.1	14.9
Oregon	5.2	5.3	5.1	9.2	6.6	7.0	47.8	35.0	35.7
Washington	3.3	3.3	3.3	7.6	6.1	6.7	25.1	20.1	22.1
Subtotal	22.2	23.0	24.8	23.0	25.7	24.8	511.5	592.2	613.9
Minor States[3]	10.2	9.8		3.8	3.8		38.8	36.9	
Total spring	32.4	32.8		17.0	19.2		550.3	629.1	
United States	33.8	34.3		16.9	19.0		571.3	650.9	

[1] Includes processing. [2] Missing data will be published in the Vegetables-Fresh Market 1978 Annual Summary to be released December 22, 1978. [3] Arkansas, Louisiana, New Jersey, New York, North Carolina, Ohio, Pennsylvania and Wisconsin.

Source: Vegetable Report, ESCS-SRS.

Table 10—U.S. strawberry imports

Year	Fresh		Frozen	
	Jan.-Apr.	Jan.-Dec.	Jan.-Apr.	Jan.-Dec.
	Million pounds			
1973	31.5	38.9	52.3	113.7
1974	35.4	43.7	56.7	117.1
1975	25.4	34.6	39.8	97.5
1976	12.6	21.6	17.6	49.6
1977	19.4	24.7	48.4	97.0
1978	27.2		49.6	

Source: Bureau of Census, U.S. Department of Commerce.

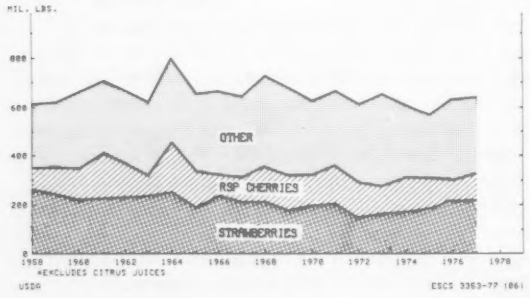
ever, grower prices for fresh strawberries during February and March averaged moderately to sharply above 1977 levels because the quality of Florida strawberries last year was poor as a result of the January 1977 freeze. Prices have fallen sharply, with increasing supplies from California. The June price for fresh strawberries received by growers averaged 33.9 cents per pound, compared with 34.8 cents a year earlier. In addition, imports of fresh strawberries from Mexico have also increased sharply, totaling 27.2 million pounds during the first 4 months of 1978, up two-fifths from 1977.

Larger Stocks of Frozen Strawberries

Carryover stocks of frozen strawberries at the beginning of the 1978 pack season (May 1) were nearly one-fourth more than last season, as larger supplies more than offset larger movement. Freezing in California is running behind last season. Deliveries of No. 1 grade strawberries to processors so far through June 17 totaled 74.4 million pounds, almost a tenth below last season. However, the total pack for this season could surpass last season's level in view of the larger crop. Current grower prices for California berries are at 17 cents per pound, compared with 20 cents a year earlier. Larger domestic supplies combined with larger imports are likely to keep berry prices below year-earlier levels.

In response to good demand, the wholesale price for frozen strawberries advanced during the 1977/78 season, increasing from $4.73 per case (12 10-ounce packages) in May 1977 to $5.08 during the March-May period in 1978. With the larger supplies, the wholesale price for frozen strawberries is not expected to rise significantly.

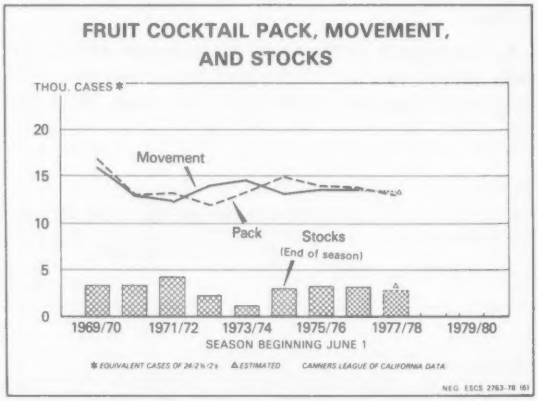
FROZEN FRUIT AND BERRY PACKS*



Other Fruit

Smaller Canned Fruit Cocktail Supplies Expected

Even with higher prices, shipments of canned fruit cocktail so far this year are slightly ahead of last season. Thus, the smaller supplies and larger movement resulted in canned fruit cocktail stocks on April 1 being sharply smaller than a year earlier. With the considerably smaller clingstone peach and Bartlett pear crop in prospect, total supplies of canned fruit cocktail will be tight during the 1978/79 season.



Wholesale prices of canned fruit cocktail have steadily advanced since last February. In May, the BLS wholesale price for canned fruit cocktail averaged $6.35 per case (12/2½'s), 3 percent above a year ago. Prices are expected to continue to advance during 1978/79 in view of the tight supplies.

CITRUS

Still feeling the effects of the January 1977 freeze in Florida, the 1977/78 citrus crop is down from last year's record. The June 1 forecast, at 14.2 million tons (12.9 million metric tons), indicates that the crop will be down 7 percent. Smaller crops of oranges in Florida and California are primarily responsible.

Oranges

Remaining Supplies Up Substantially

Even with the smaller 1977/78 crop, supplies of oranges remaining to be harvested on June 1 were nearly 45 percent larger than last year, when a round-the-clock harvest was required to salvage the freeze-damaged fruit. The June 1 forecast of the 1977/78 U.S. orange production is 9.54 million tons (8.65 million metric tons), 10 percent less than was harvested last season.

Table 11—Citrus crop: Harvest and utilization to June 1

Crop	Utilization			Remaining for harvest
	Fresh	Processed	Total	
	Thousand boxes			
	1976/77			
Oranges	34,894	177,283	212,177	32,073
Grapefruit	25,341	41,964	67,305	7,195
Lemons	9,885	10,528	20,413	5,187
	1977/78			
Oranges	33,937	139,560	173,497	46,323
Grapefruit	25,638	40,374	66,012	6,888
Lemons	9,962	12,779	22,741	3,959

Source: Crop Production, ESCS-SRS.

Smaller Crops Are Expected In All Producing States

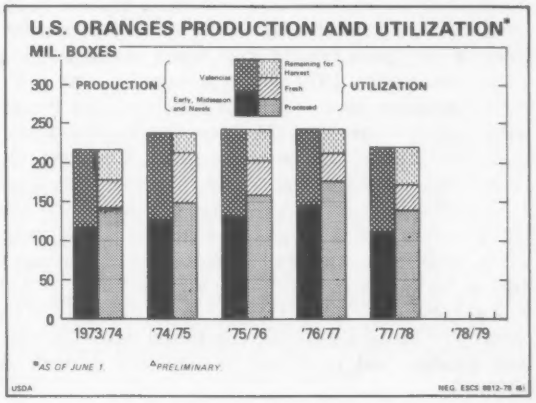
The total crop in Florida is placed at 168 million boxes, 10 percent less than last season. Harvest is progressing slower this year. On June 1 there were 29.9 million boxes of oranges remaining for harvest, compared with 12.8 million boxes a year ago. Fruit maturity has been later this year, causing harvesting to run behind schedule. Harvest is not expected to be complete until well into July.

In California-Arizona, harvest of the Navel crop was virtually completed by June 1, but the Valencia crop was only 36 percent harvested. These will provide the bulk of the supplies of fresh oranges during the remainder of the summer. The Texas orange production forecast is placed at 6.1 million boxes, 12 percent less than last year. The orange harvest has been completed in Texas.

Fresh Use Down Slightly

The total quantity of U.S. oranges used fresh this season has been running slightly behind last year's pace. To June 1, 33.9 million boxes of oranges had been used fresh, compared with 34.9 million boxes a year ago. However, the proportion of all oranges used fresh increased in relative terms, up to nearly 20 percent this year, compared with 16 percent last season.

Florida oranges used fresh increased substantially through June 10 to 8.4 million boxes in 1977/78, up from 7.6 million boxes a year earlier. Fruit quality was better this year than the freeze-damaged fruit of a year earlier. So far this season, the volume of California-Arizona Valencias moving to fresh market has been substantially larger than last year, partially because of the smaller Navel crop in those areas. The proportion of the Texas orange crop used fresh, at 44 percent, was about the same as last year.



Grower Prices Up

U.S. on-tree returns to growers for all oranges (fresh and processed) have remained strong throughout this marketing season, and in June stood at $4.68 per box, compared with $2.66 a year ago. Purchases of both fresh oranges and orange products have been good despite higher prices. On-tree returns for oranges for fresh use averaged $5.85 per box in June for the United States as a whole, while on-tree returns for processing oranges averaged $4.49. Comparable prices for June 1977 were $3.21 and $2.49 per box, respectively.

Because of heavy demand for oranges for processing, prices paid for fruit in Florida led the way for higher prices in other areas as well. On-tree returns for fresh Florida oranges stood at $5.65 per

box in June, while returns for processing oranges were $4.85. In June, the on-tree returns for California fresh Valencia oranges averaged $5.91, compared with $3.10 a year earlier. Similarly, on-tree returns for Arizona fresh oranges averaged $5.15 per box in June, compared with $3.20 in 1977. Valencia prices are expected to remain well above a year ago throughout the remainder of this season.

In response to higher grower prices, BLS average retail prices for fresh oranges in selected cities have been well above year-earlier levels. The average retail price for oranges in May was $1.51 per dozen, compared with a record high of $1.53 in November 1977, and $1.21 a year ago. With smaller supplies of summer fruits and melons and higher prices, orange prices are expected to remain above year-earlier levels.

Tight Supplies of Frozen Concentrated Orange Juice

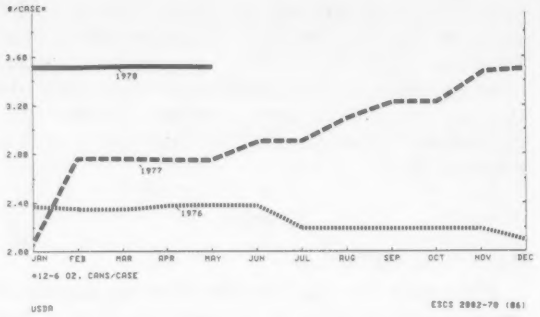
The pack of frozen concentrated orange juice (FCOJ) is running moderately smaller this year than last. Through June 17, Florida packers had processed 144.9 million gallons of FCOJ, down moderately from the same period a year earlier. The smaller pack results from fewer oranges being processed, unlike 1977 when processing was a 24-hour operation to salvage as much of the freeze-damaged fruit as possible. Also, the Valencia crop is generally later this year than last. However, the juice yield is up this year, and is expected to total 1.24 gallons of juice per box, compared with the final outturn of 1.07 gallons per box last year. Thus, with more oranges remaining to be processed and a higher juice yield, the total pack of FCOJ this season, according to industry sources, could be about 165 million gallons, compared with 160 million gallons last year and 186 million gallons in 1975/76.

Carryover stocks of FCOJ at the beginning of the season totaled 25.5 million gallons. With only a slightly larger pack, total supplies available this marketing season will be down about 11 percent from last season. Movement this year has been erratic, but it has generally trailed the pace of a year ago. Thus, stocks on hand as of June 17, at 84.4 million gallons, were substantially below a year earlier.

If the rate of movement remains at the current annual rate of 172 million gallons for the balance of the season, and supplies total an expected 201.5 million gallons, carryout of FCOJ at the end of the season should be approximately 28 to 30 million gallons, only slightly above the low carryin stocks.

Prices to growers for Florida oranges for frozen concentrate so far this season have averaged sharply higher than last year. In early June, spot

FROZEN ORANGE JUICE CONCENTRATE : BLS WHOLESALE PRICES



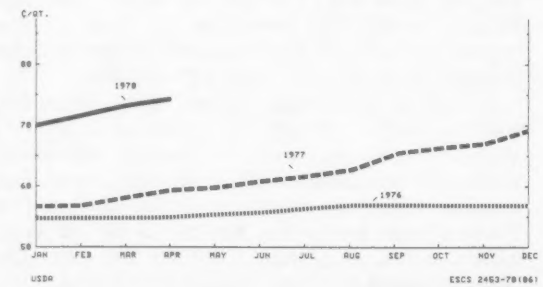
prices for fruit for frozen concentrates were reported at $6.04 per box, compared with $3.69 a year ago. Since January, Florida canners' list prices for FCOJ have been steady at $3.30 to $3.35 per dozen 6-ounce cans (unadvertised brands, f.o.b. Florida canneries). Retail prices reported by BLS, however, advanced steadily to a record high of 44.1 cents per 6-ounce can in April. This compares with 33.1 cents a year ago. If movement continues at the current pace, retail prices are expected to remain at current levels through the remainder of the season.

Chilled Orange Juice Supplies Down

The output of chilled Florida orange juice has declined slightly this year. The 1977/78 season pack of Florida chilled orange juice through June 17 totaled 142.5 million gallons (excluding single-strength reprocessed), down slightly from a year ago. Of this total, 115.6 million gallons were processed from fresh oranges, down 2 percent from last year. The remaining quantities, nearly 27 million gallons, came from reconstituted bulk frozen concentrate.

Reflecting the tighter supply situation, retail prices of chilled orange juice have continued to

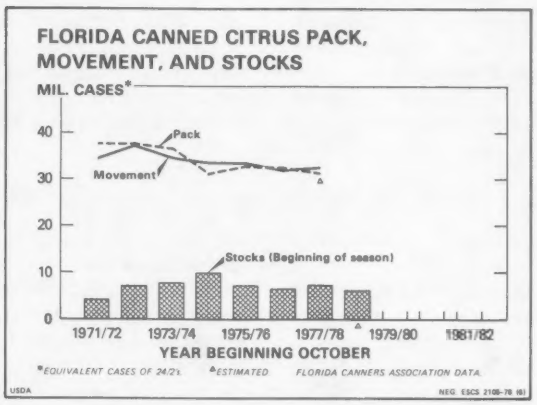
CHILLED ORANGE JUICE : U.S. AVERAGE RETAIL PRICE



advance throughout the year. In May, the BLS average price of chilled orange juice in selected cities was 74.2 cents per quart, nearly a fourth higher than a year ago. Consumer demand for chilled orange juice continues strong. So far this season through June 17, domestic movement totaled 124.2 million gallons, only slightly less than last year. This year's carryin and smaller pack, combined with only slightly smaller movement, resulted in stocks on hand on June 17 being nearly 11 percent smaller than at the same time a year ago.

Canned Orange Juice Supply Down

Florida packers have processed slightly more canned orange juice so far this season than last. By June 17, Florida packers had processed 11.1 million cases (24/2's) of canned orange juice. Movement so far this season has been brisk, running about 17 percent ahead of last year. This could be attributed primarily to higher prices for frozen and chilled orange juice, making the canned product a relatively better buy.



Florida f.o.b. prices of canned, single-strength, unsweetened orange juice rose to $7.35 (per dozen, 46-ounce cans) in June, compared with $5.50 a year ago. Despite the slightly larger carryin and higher prices, strong movement has reduced stocks on June 17 to 4.3 million cases, compared with 5.0 million cases at the same time last year.

Exports and Imports Down

Exports of fresh oranges during the first 7 months of the 1977/78 season (November through May) totaled 206,440 metric tons, one-tenth below the same months in 1976/77. Substantial decreases in our exports to Canada and Hong Kong more than offset increases to Japan. Canada, the largest customer for U.S. oranges, bought 10 percent less, but its share remained at 53 percent of the total. Exports to Hong Kong, our second major market, were down 13 percent.

Imports of fresh oranges, including tangerines, during November through April 1977/78 totaled 26,384 metric tons, compared with 36,367 metric tons during the corresponding period a year ago. Mexico, which showed a substantial increase in production in recent years, accounted for about 80 percent of our fresh orange imports.

Grapefruit

Remaining Supplies Ample

The June 1 forecast of grapefruit production places the crop at 72.9 million boxes, about 2 percent below the 1976/77 crop. The Florida crop, at 51 million boxes, is 1 percent below last season. California's crop, at 7.5 million boxes, is also slightly lower than last year. Arizona is expecting a crop of 2.9 million boxes, about 3 percent less than in 1977.

Grapefruit harvest was 91 percent complete on June 1, compared with 90 percent harvested in 1977. Harvest in Florida and Texas was nearly completed. The Arizona harvest was about two-thirds completed, while more than 50 percent of the California crop remained to be picked. As of June 1, about 6.9 million boxes of grapefruit remained for harvest, compared with 7.2 million boxes at the same time last year. Grapefruit competes with melons and other summer fruit throughout the summer months.

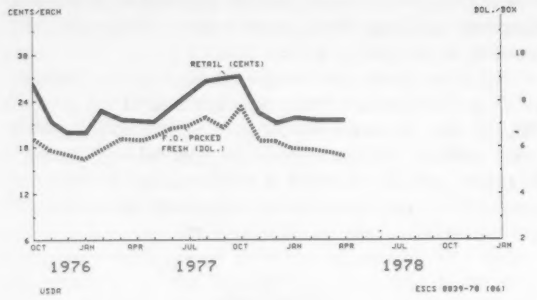
Approximately 39 percent of the total grapefruit crop used, as of June 1, was consumed fresh and the remainder was processed. This was slightly more than last year when fewer Florida grapefruit were available for the fresh market.

On-Tree Returns Higher

On-tree returns to growers for all grapefruit (fresh and processed) have declined through May. Because of the seasonal decline in supplies, the prices for all grapefruit advanced to $1.62 per box in June from $1.15 in May. This compares with $1.44 a year ago. With the smaller grapefruit crop remaining for harvest, prices for grapefruit are expected to remain firm until the new crop is available this fall.

Despite the larger supplies of fresh grapefruit this year, retail prices have averaged about the same as a year earlier. In May, retail prices for fresh grapefruit averaged 21.9 cents each, compared with 21.3 cents for the same period a year ago. With the seasonal decline in supplies during the summer, retail prices for fresh grapefruit will

U.S. GRAPEFRUIT PRICES



advance seasonally until the new harvest this fall. Prices should average about the same as last year.

Exports Excellent

Strong promotional campaigns and a weak U.S. dollar abroad have combined to keep our exports of fresh grapefruit at a healthy level. During the first 9 months of the marketing year (September through May), exports of fresh grapefruit totaled 223,746 metric tons, only 5 percent below the high level of last year when Japan purchased 122,768 metric tons. This year Japan reduced purchases to 93,548 metric tons, but nearly all of our other major customers equaled or exceeded year-earlier purchases.

Shipments to Japan were dampened somewhat because of an earlier controversy over the importation of OPP (Ortho-phenyl-phenol) treated citrus fruit. This problem has been resolved.

Grapefruit Juice Pack Large

The Florida pack of frozen concentrated grapefruit juice (FCGJ) continues to trend upward, amounting to 13.5 million gallons through June 17 (excluding reprocessed), up nearly one-fifth from last year. Movement through June 17 was also up sharply. However, despite stronger movement—probably resulting from higher orange juice prices—a larger carryin and larger pack resulted in stocks of FCGJ, at 10.9 million gallons, about 16 percent higher than a year ago.

Florida packers processed 16.6 million cases (24/2's) of canned single-strength grapefruit juice by June 17 (excluding reconstituted), moderately less than a year earlier. Movement has been up slightly. To spur movement of canned grapefruit juice, Florida canners have maintained steady prices throughout the year. In May, the price stood at $5.25 per dozen (46-ounce cans), the same as a year earlier. In response to the reasonable prices, sales increased and stocks declined slightly to 8.6 million cases on June 17, down from 9.0 million cases a year earlier.

Through June 17, a total of 21.8 million gallons of chilled grapefruit juice (excluding single-strength reprocessed) had been processed by Florida canners, up nearly one-tenth from the same period a year ago. Movement, at 17.0 million gallons, was down negligibly from a year earlier. Thus, with a larger pack and smaller movement, stocks on hand as of June 17 were sharply larger than the 1977 level.

Lemons

Few Lemons Remain for Harvest

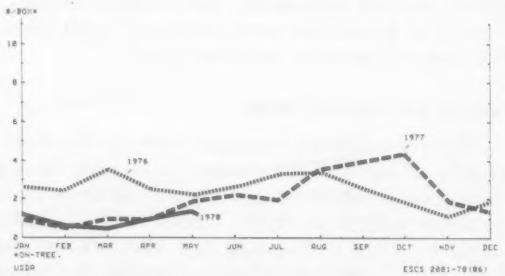
On June 1, lemon prospects for California and Arizona indicated a crop of 26.7 million boxes, 4 percent larger than 1976/77. Prospects in California, at 21 million boxes, are up 2 percent and the Arizona crop is estimated at 5.7 million compared with 5.0 a year earlier. Picking of California lemons on June 1 was 80 percent complete, while Arizona's harvest was completed. On June 1, approximately 4.0 million boxes remained for harvest, compared with 5.2 million boxes a year ago.

Normally, more lemons are used fresh than are processed, but this season, as of June 1, lemons for fresh market have taken a smaller share of the total crop. Lemons for fresh use (at 10 million boxes) increased negligibly from last year; processing took 12.8 million boxes, one-fifth more than was processed in 1976/77.

On-Tree Returns Remain Favorable

Despite the larger crop, on-tree returns for lemons for all sales have averaged substantially above last season's levels. In addition, fresh lemon prices received by growers have strengthened recently. In June, on-tree returns for fresh lemons advanced to $6.50 a box, up from $4.50 in May. Fresh lemon prices in July will continue above prior months' levels in view of improved demand and the smaller quantity remaining for fresh market. F.o.b. prices

ALL LEMONS: U.S. AVERAGE PRICE RECEIVED BY GROWER



for California-Arizona lemons advanced to $9.22 per carton during the week ending June 17, up from $7.92 a week earlier and $6.55 a year ago.

Total shipments of fresh lemons through mid-June were running slightly behind last year's pace. Domestic shipments were up moderately, but export shipments for the period August 1977-May 1978 were down 6 percent from a similar period a year earlier. Japan continues to be our largest customer for fresh lemons.

TREE NUTS

Smaller Almond Crop

The 1978 almond crop in California is expected to total 210,000 tons (inshell basis)—255 million pounds of kernels—down about one-sixth from last year. On July 11, the Crop Reporting Board will publish another crop forecast based on an objective measurement survey.

According to the Almond Board of California, both domestic and foreign shipments during 1977/78 (July through April) have shown a substantial increase from a year earlier. During the first 10 months of 1977/78, domestic shipments of shelled almonds were 8 percent more than during the same period a year ago. Total export shipments of shelled almonds amounted to nearly 144 million pounds, an increase of 11 percent from last season.

Table 12—Almond shipments: Domestic and Exports, 1971/72 to date

Crop year[1]	Domestic	Exports	Total
		1,000 lbs.	
1971/72	75,472	90,033	165,505
1972/73	75,497	69,245	144,742
1973/74	54,100	77,452	131,552
1974/75	56,229	103,944	160,173
1975/76	75,014	123,448	198,462
1976/77	93,463	150,588	244,051
1977/78[2]	85,586	143,588	229,174

[1] Beginning July 1. [2] Includes 10 months.

Source: Almond Board of California.

West Germany, our largest customer, Canada, Japan, and France all increased their imports by about 10 percent last year. There was litle or no gain in Eastern Europe, Scandinavia, or the United Kingdom. Several markets that had previously purchased only modest amounts of California almonds showed substantial gains in 1977. These were South America, the Middle East, and India. Increased sales to India resulted from the lifting of restrictions imposed by India against California almonds as part of earlier negotiations with Iran for petroleum supplies.

Export Picture Puzzling

Our export potential for 1978/79 is not clear. Spain, our major competitor, is expecting a normal crop this year. Total world supplies should be about the same this year as last. Much depends upon the relative rates of inflation and the strength of the dollar in our major markets. Industry sources indicate that the smaller U.S. crop will probably have a larger percentage of large kernels and will probably be of better quality than in the past 2 years.

The smaller crop, better quality, and continued inflation should work to keep almond prices higher this year than last, despite the muddled export picture. However, industry leaders will delay announcing opening prices until after the objective crop forecast on July 11.

PER CAPITA FRUIT CONSUMPTION

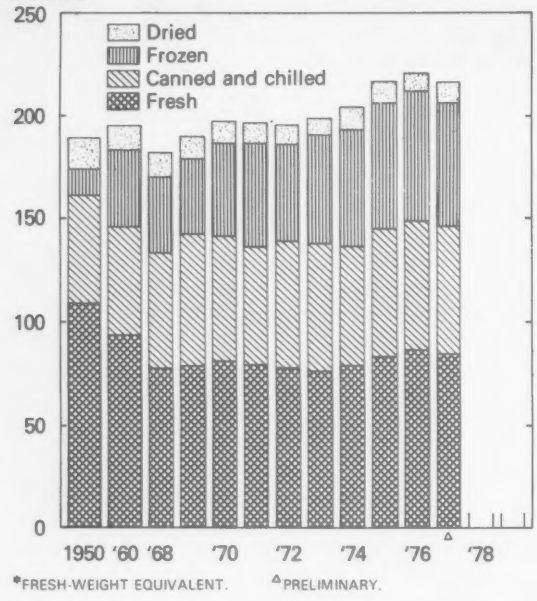
Total Consumption Down

Consumption of fruit in 1977 declined to 216.0 pounds per person (fresh weight equivalent), down from a post-WW II high of 219.8 pounds in 1976. Smaller citrus supplies, resulting from the January 1977 freeze and the smaller 1977/78 crops, were responsible for most of the decline. Consumption of most other fruits remained near year-earlier levels.

Fresh Consumption Down

Per capita consumption of all fresh fruit decreased slightly to 84.1 pounds—down from 86.6 in 1976—as the increase in noncitrus consumption failed to offset the substantial decline in citrus consumption. Per capita consumption of fresh citrus declined 12 percent to 26.0 pounds, with all citrus except lemons, limes, and tangelos sharing in the

PER CAPITA FRUIT CONSUMPTION*

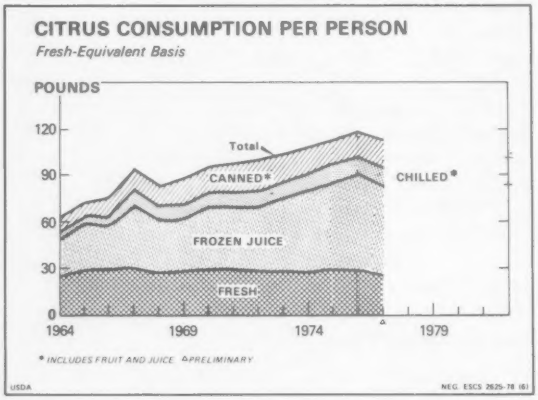


decline. Per capita consumption of fresh noncitrus increased slightly with nearly all fruits showing only marginal increases or declines. Despite higher prices, per capita consumption of bananas, a major fresh fruit, remained at 19.5 pounds. Apple consumption declined slightly to 18.5 pounds per person, down from 18.8 pounds in 1976. Fresh peach consumption increased one-tenth pound to 5.4 pounds per person, while grape consumption declined two-tenths of a pound to 3.1 pounds per person. Per capita consumption of pears remained at 2.7 pounds per person.

Processed Consumption Down

Per capita consumption of processed fruit declined slightly from 133.2 to 131.9 pounds per person during 1977, due primarily to the decrease in canned citrus juice and dried noncitrus fruit. Per capita consumption of processed noncitrus fruit increased slightly to 46.2 pounds per person, with the largest gains in canned fruits (other than apples) and juices.

Detailed data on per capita consumption of individual fresh and processed fruits for the 1950 to 1977 period are shown in tables 28 through 34.



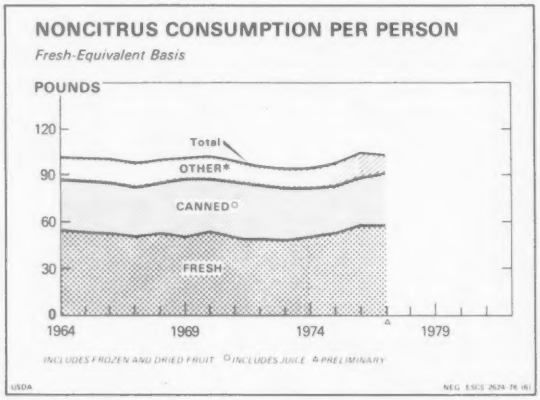


Table 13—Wine entering distribution channels in the U.S., by origin and type of wine[1]

Origin and type of wine	January-March			Calendar year		
	1978[2]	1977	1976	1977[2]	1976	1975
	1,000 gallons					
U.S. produced:[3]						
Table	54,373	49,918	46,400	205,135	183,035	173,511
Dessert	14,085	13,861	15,456	54,487	58,022	64,640
Other	12,860	15,498	17,536	72,004	76,413	80,559
Total	81,318	79,277	79,392	331,626	317,470	318,710
Imported:[4]						
Table	15,134	12,634	10,586	56,065	45,986	35,525
Dessert	702	561	553	2,553	2,562	2,120
Other	2,465	2,352	2,538	10,104	10,370	11,674
Total	18,301	15,547	13,677	68,722	58,918	49,319
All wine:						
Table	69,507	62,550	56,987	216,200	228,022	209,036
Dessert	14,785	14,422	16,009	57,040	60,584	66,760
Other	15,327	17,852	20,074	127,108	87,783	92,233
Total	99,619	94,827	93,070	400,348	376,389	368,029

[1] Due to rounding, totals may not equal sum of components. [2] Preliminary. [3] Includes taxable withdrawals only. [4] Imports for consumption.

Source: Prepared by Wine Institute from reports of the Bureau of Alcohol, Tobacco and Firearms.

Table 14—Wholesale and consumer price indexes for table and dessert wine, by months, 1972-78

Index and year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	(1967=100)											
Wholesale price index:												
1972	119.9	125.1	125.2	125.3	125.3	125.3	126.2	126.2	126.2	126.2	126.2	126.2
1973	126.2	129.5	129.7	131.8	131.9	133.5	133.5	134.2	134.2	139.6	139.6	140.5
1974	140.5	145.5	145.6	145.9	146.1	146.3	148.7	149.9	149.9	150.3	150.3	150.3
1975	151.6	151.6	156.2	156.2	156.2	157.2	157.9	157.8	157.8	157.8	157.8	157.8
1976	157.8	154.6	154.6	154.6	154.6	154.0	154.0	154.2	154.2	154.2	154.2	154.2
1977	154.2	151.1	151.1	151.1	151.1	151.1	151.9	151.9	154.6	155.8	155.8	155.8
1978	155.8	163.4	166.0	164.7	165.9							
Consumer price index:												
1972	125.3	125.6	125.9	126.4	126.5	126.7	127.5	127.6	127.8	128.0	128.3	128.3
1973	128.5	129.3	130.0	131.5	135.0	136.5	136.8	136.9	137.3	138.7	140.6	141.8
1974	143.4	144.4	145.0	145.8	146.1	146.6	147.4	148.3	149.1	149.9	150.5	150.8
1975	151.3	151.9	152.8	153.2	153.9	154.2	154.7	154.9	155.0	155.1	155.2	155.3
1976	155.9	155.9	156.1	156.2	157.2	157.4	157.7	157.9	158.2	158.2	158.9	158.9
1977	158.9	159.2	159.4	159.6	159.9	160.7	161.9	161.8	163.1	164.4	166.3	167.4
1978	170.1	171.8	173.4	175.4								

Source: Bureau of Labor Statistics.

Table 15—Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season, with comparisons

Item season[1]	Carry-in	Pack	Total supply	Shipments to April 1	Stocks, April 1	Shipments from April 1	Total season shipments
	1,000 equivalent cases 24 No. 2½'s						
Total—11 items:							
1973/74	7,503	55,900	63,403	52,380	11,023	5,315	57,695
1974/75	5,708	65,133	70,841	48,857	21,984	8,224	57,081
1975/76	13,760	61,493	75,253	48,603	26,650	9,209	57,812
1976/77	17,441	55,555	72,996	50,397	22,599	7,768	58,165
1977/78	14,831	58,358	73,189	50,566	22,623		
Apricots:[2]							
1973/74	298	4,094	4,392	3,615	777	310	3,925
1974/75	467	1,987	2,454	2,024	430	194	2,218
1975/76	236	4,421	4,657	2,675	1,982	448	3,123
1976/77	1,534	2,387	3,921	2,657	1,264	394	3,051
1977/78	870	2,269	3,139	2,345	794		
Cherries, RSP:							
1973/74	9	579	588	549	39	34	583
1974/75	5	1,188	1,193	957	236	178	1,135
1975/76	58	1,273	1,331	1,184	147	99	1,283
1976/77	48	438	486	445	41	32	477
1977/78	9	605	614	588	26		
Cherries, sweet:							
1973/74	190	503	693	510	183	56	566
1974/75	127	623	750	369	381	91	460
1975/76	290	412	702	400	302	87	487
1976/77	215	464	679	462	217	89	551
1977/78	128	501	629	431	198		
Fruit cocktail:[2]							
1973/74	2,335	13,384	15,719	13,000	2,719	1,479	14,479
1974/75	1,240	14,907	16,147	10,933	5,214	2,149	13,082
1975/76	3,065	13,677	16,742	11,269	5,473	2,233	13,502
1976/77	3,240	13,605	16,845	11,470	5,375	2,103	13,573
1977/78	3,272	12,979	16,251	11,517	4,734		
Fruits for salad:[2]							
1973/74	212	799	1,011	695	316	111	806
1974/75	205	876	1,081	552	529	75	627
1975/76	454	583	1,037	607	430	95	702
1976/77	335	518	853	563	290	92	655
1977/78	198	595	793	521	272		
Mixed fruits:[2]							
1973/74	99	736	835	715	120	61	776
1974/75	59	959	1,018	790	228	118	908
1975/76	110	708	818	527	291	108	635
1976/77	183	731	914	743	171	11	754
1977/78	160	1,564	1,724	1,285	439		
Peaches, spiced clings:[2]							
1973/74	85	189	274	245	29	7	252
1974/75	22	304	326	230	96	11	241
1975/76	85	212	297	192	105	16	208
1976/77	89	172	261	178	83	24	202
1977/78	59	197	256	159	97		
Peaches, clingstone:[2]							
1973/74	1,591	21,615	23,206	20,238	2,968	1,581	21,819
1974/75	1,387	28,983	30,370	22,771	7,599	3,238	26,009
1975/76	4,361	25,691	30,052	20,104	9,948	3,690	23,794
1976/77	6,258	22,783	29,041	20,715	8,326	3,045	23,760
1977/78	5,281	27,568	32,849	22,671	10,178		
Peaches, U.S. freestone:							
1973/74	196	2,899	3,095	2,634	461	256	2,890
1974/75	205	3,448	3,653	2,160	1,493	479	2,639
1975/76	1,014	3,293	4,307	2,377	1,930	552	2,929
1976/77	1,378	2,028	3,406	2,305	1,101	345	2,650
1977/78	756	1,649	2,405	1,474	931		
Pears:							
1973/74	2,431	9,841	12,272	9,193	3,079	1,306	10,499
1974/75	1,773	10,692	12,465	7,247	5,218	1,504	8,751
1975/76	3,714	9,776	13,490	8,417	5,073	1,712	10,129
1976/77	3,361	11,387	14,748	9,781	4,967	1,463	11,244
1977/78	3,504	9,614	13,118	8,700	4,418		
Purple plums, U.S.:							
1973/74	57	1,261	1,318	986	332	114	1,100
1974/75	218	1,166	1,384	824	560	187	1,011
1975/76	373	1,447	1,820	851	969	169	1,020
1976/77	800	1,042	1,842	1,078	764	170	1,248
1977/78	594	1,817	1,411	875	536		

[1] Season beginning July 1 for RSP cherries and June 1 for all other items. [2] California only.

Source: Prepared from reports of National Food Processors Association and Canners League of California.

Table 16—Canned apples and pineapple fruit and juices: Canners' carryin, pack, supplies, shipments, and stocks, current season with comparisons

Item and season[1]	Carryin	Pack		Supply		Shipments		Stocks[2]
		To date[2]	Total season	To date[2]	Total season	To date[2]	Total season	
	1,000 equivalent cases, 24 No. 2½'s							
Canned fruit:								
Apples:								
1973/74	290	3,211	3,246	3,501	3,536	2,304	2,807	1,197
1974/75	729	2,175	2,175	2,904	2,904	1,300	1,674	1,604
1975/76[3]	1,230	1,108	1,117	2,338	2,347	1,368	1,666	970
1976/77	681	1,837	1,852	2,518	2,533	1,745	1,971	773
1977/78	562	1,962		2,524		1,410		1,114
Applesauce:								
1973/74	1,315	14,624	15,166	15,939	16,481	11,201	14,076	4,738
1974/75	2,405	16,517	16,555	18,922	18,960	11,590	14,850	7,332
1975/76[3]	4,110	9,509	9,588	13,619	13,698	8,967	10,211	4,652
1976/77	3,487	8,855	8,911	12,342	12,398	8,283	9,878	4,059
1977/78	2,520	10,270		12,790		7,488		5,302
Pineapple:								
1973/74	7,012	13,841	14,981	20,853	21,993	15,556	16,804	5,297
1974/75	5,189	12,935	13,913	18,124	19,102	13,439	14,298	4,685
1975/76[4]	[5]4,174	N.A.	14,852	N.A.	19,026	N.A.	13,589	N.A.
1976/77	5,437	15,870	17,270	21,307	22,707	14,906	15,709	6,400
1977/78	6,998	16,575		23,573		15,671		7,902
	1,000 equivalent cases, 24 No. 2's							
Canned juice:								
Apple juice:								
1973/74	1,866	14,027	14,793	15,893	16,659	10,542	13,385	5,351
1974/75	3,274	14,392	15,433	17,666	18,707	12,383	15,886	5,283
1975/76[3]	2,821	14,211	15,264	17,032	18,085	12,751	14,579	4,281
1976/77	3,506	14,187	15,411	17,693	18,917	13,500	16,231	4,193
1977/78	2,686	15,345		18,031		11,927		6,104
Single strength pineapple juice:								
1973/74	4,099	10,582	11,350	14,681	15,449	10,614	11,601	4,067
1974/75	3,848	8,246	8,448	12,094	12,296	9,045	9,569	3,049
1975/76[4]	[5]2,116	N.A.	8,713	N.A.	10,829	N.A.	8,594	N.A.
1976/77	2,235	9,106	10,204	11,341	12,439	9,006	9,613	2,335
1977/78	2,826	10,769		13,595		10,379		3,216
	1,000 equivalent cases, 6 No. 10's							
Concentrated pineapple juice:								
1973/74	915	1,467	1,540	2,382	2,455	1,404	1,653	978
1974/75	802	N.A.	899	N.A.	1,701	N.A.	1,109	N.A.
1975/76[4]	[5]389	N.A.	911	N.A.	1,300	N.A.	1,043	N.A.
1976/77	257	1,051	1,157	1,308	1,414	866	980	442
1977/78	434	1,203		1,637		1,155		482

[1] Season beginning September 1 for canned apple items and June 1, pineapple items. [2] For processed apples; 1973/74-1976/77, June 1; 1977/78, April 1. For processed pineapple products; May 1. [3] Stock figures are not comparable to earlier statistical data due to a change in sample size and carryover date. Season beginning August 1 instead of September 1 starting 1975/76. [4] Revisison in beginning inventory, season pack and season shipments, monthly breakdown on pack and shipments will not be available. [5] Carryin does not equal total supply minus total shipments from 1974/75 season. N.A. = Not available.

Table 17—Canned fruit: Commercial pack of principal items by size of container, United States, 1973-78

(Basis equivalent cases of 24 No. 2½ cans)

Item and season[1]	Retail size[2]		Institutional size No. 10		Total pack
	Quantity	Percent of pack	Quantity	Percent of pack	
	1,000 cases	*Percent*	*1,000 cases*	*Percent*	*1,000 cases*
Apples:					
1973/74	627	19.3	2,619	80.7	3,246
1974/75	592	27.2	1,583	72.8	2,175
1975/76[3]	357	32.0	760	68.0	1,117
1976/77	682	36.8	1,170	63.2	1,852
1977/78[4]	754	38.4	1,208	61.6	1,962
Applesauce:					
1973/74	10,978	72.4	4,188	27.6	15,166
1974/75	12,649	76.4	3,906	23.6	16,555
1975/76[3]	7,057	73.6	2,531	26.4	9,588
1976/77	6,750	75.7	2,161	24.3	8,911
1977/78[4]	7,425	72.3	2,845	27.7	10,270
Apricots:[5]					
1973/74	2,732	66.7	1,362	33.3	4,094
1974/75	1,254	63.1	733	36.9	1,987
1975/76	2,923	66.1	1,498	33.9	4,421
1976/77	1,404	58.8	983	41.2	2,387
1977/78	1,417	62.5	852	37.5	2,269
Cherries, R.S.P.:					
1973/74	206	35.6	373	64.4	579
1974/75	463	39.0	725	61.0	1,188
1975/76	431	33.9	842	66.1	1,273
1976/77	110	25.1	328	74.9	438
1977/78	277	45.8	328	54.2	605
Cherries, sweet:					
1973/74	369	73.4	134	26.6	503
1974/75	452	72.6	171	27.4	623
1975/76	283	68.7	129	31.3	412
1976/77	306	65.9	158	34.1	464
1977/78	343	68.5	158	31.5	501
Cranberry sauce:					
1973/74	3,899	82.7	814	17.3	4,713
1974/75	3,610	83.4	718	16.6	4,328
1975/76	2,946	85.9	484	14.1	3,430
1976/77	2,909	83.9	560	16.1	3,469
1977/78	2,812	82.8	585	17.2	3,397
Pineapple:					
1973/74	11,838	79.0	3,143	21.0	14,981
1974/75	10,830	77.8	3,083	22.2	13,913
1975/76	11,603	81.6	2,618	18.4	14,221
1976/77	14,159	82.0	3,111	18.0	17,270
1977/78[4]	13,662	82.4	2,913	17.6	16,575
Fruit cocktail:[5]					
1973/74	10,738	80.2	2,646	19.8	13,384
1974/75	11,946	80.1	2,961	19.9	14,907
1975/76	10,765	78.7	2,912	21.3	13,677
1976/77	10,376	76.3	3,229	23.7	13,605
1977/78	10,553	81.3	2,426	18.7	12,979
Fruit for salad:[5]					
1973/74	491	61.5	308	38.5	799
1974/75	543	62.0	333	38.0	876
1975/76	316	54.2	267	45.8	583
1976/77	280	54.1	238	45.9	518
1977/78	257	43.2	338	56.8	595
Mixed fruit:[5]					
1973/74	328	44.6	408	55.4	736
1974/75	445	46.4	514	53.6	959
1975/76	222	31.4	486	68.6	708
1976/77	385	52.7	346	47.3	731
1977/78	648	41.4	916	58.6	1,564
Peaches, clingstone:[5]					
1973/74	16,363	75.7	5,252	24.3	21,615
1974/75	21,417	73.9	7,566	26.1	28,983
1975/76	19,457	75.7	6,234	24.3	25,691
1976/77	17,423	76.5	5,359	23.5	22,782
1977/78	20,574	74.6	6,994	25.4	27,568
Peaches, U.S. freestone:					
1973/74	2,711	93.5	188	6.5	2,899
1974/75	3,162	91.7	286	8.3	3,448
1975/76	2,714	82.4	579	17.6	3,293
1976/77	1,832	90.3	196	9.7	2,028
1977/78	1,644	99.7	5	0.3	1,649
Pears:					
1973/74	7,336	74.5	2,505	25.5	9,841
1974/75	7,939	74.3	2,753	25.7	10,692
1975/76	6,402	65.5	3,374	34.5	9,776
1976/77	7,413	64.4	4,105	35.6	11,518
1977/78	6,583	68.5	3,031	31.5	9,614
Purple plums, U.S.:					
1973/74	807	64.0	454	36.0	1,261
1974/75	825	70.8	341	29.2	1,166
1975/76	816	56.4	631	43.6	1,447
1976/77	440	42.2	602	57.8	1,042
1977/78	570	69.8	247	30.2	817

[1] Season beginning September 1 for apples and applesauce through 1974/75 and August 1 starting with 1975/76; September 1 for cranberry sauce; July 1 for RSP cherries; and June 1 for all other items. [2] May include some institutional sizes reported as miscellaneous [3] Beginning with the 1975/76 season, pack figures are not comparable to earlier seasons due to a change in sample size. [4] Apples and applesauce pack to April 1, 1978; pineapple pack to May 1, 1978. [5] California only.

Source: National Food Processors Association, Canners League of California, and Pineapple Growers Association of Hawaii.

Table 18—Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1973/74-1977/78

Item and season[1]	Carryin	Pack	Imports	Total supply	Disappearance to April 30	Stocks, April 30	Total season disappearance
	Million pounds						
Total—10 items:							
1973/74	165.7	604.4	127.7	897.8	596.8	301.0	661.4
1974/75	236.4	560.1	103.9	900.4	590.9	309.5	666.8
1975/76	233.6	539.6	82.0	855.2	613.6	241.6	689.5
1976/77	165.7	587.3	85.1	838.1	566.7	271.4	617.2
1977/78	220.9	586.4	105.2	912.5	592.4	320.1	
Apples:							
1973/74	20.9	135.1	---	156.0	60.4	95.6	101.3
1974/75	54.7	99.2	---	153.9	77.8	76.1	119.2
1975/76	34.7	89.7	---	124.4	43.6	80.8	83.0
1976/77	41.4	118.8	---	160.2	68.2	92.0	99.2
1977/78	61.0	97.2	---	158.2	66.9	91.3	
Apricots:							
1973/74	5.2	16.5	---	21.7	15.3	6.4	16.2
1974/75	5.5	11.8	---	17.3	11.5	5.8	12.5
1975/76	4.8	15.9	---	20.7	13.9	6.8	14.7
1976/77	6.0	15.0	---	21.0	12.6	8.4	13.8
1977/78	7.2	15.7	---	22.9	13.7	9.2	
Cherries:							
1973/74	27.1	114.6	---	141.7	116.3	25.4	125.6
1974/75	16.1	146.9	---	163.0	108.0	55.0	126.0
1975/76	37.0	132.8	---	169.8	125.2	44.6	142.2
1976/77	27.6	96.5	---	124.1	104.7	19.4	107.6
1977/78	16.5	116.8	---	133.3	100.8	32.5	
Peaches:							
1973/74	8.2	81.4	---	89.6	57.7	31.9	64.0
1974/75	25.6	59.1	---	84.7	55.4	29.3	59.6
1975/76	25.1	40.3	---	65.4	40.8	24.6	49.0
1976/77	16.4	65.1	---	81.5	45.2	36.3	55.2
1977/78	26.3	69.3	---	95.6	42.5	53.1	
Strawberries:							
1973/74	78.7	168.6	118.0	365.3	265.5	99.8	265.5
1974/75	99.8	170.4	100.2	370.4	270.5	99.9	270.5
1975/76	99.9	183.9	75.3	359.1	307.8	51.3	307.8
1976/77	51.3	216.2	80.4	347.9	257.5	90.4	257.5
1977/78	90.4	220.4	92.2	403.0	291.3	111.7	
Blackberries:							
1973/74	5.9	8.2	---	14.1	8.9	5.2	8.6
1974/75	5.5	21.1	---	26.6	16.3	10.3	18.3
1975/76	8.3	20.9	---	29.2	22.0	7.2	23.9
1976/77	5.3	22.8	---	28.1	22.2	5.9	22.7
1977/78	5.4	23.4	---	28.8	24.2	4.6	
Blueberries:							
1973/74	9.5	44.4	9.7	63.6	37.2	26.4	43.0
1974/75	20.6	24.4	3.7	48.7	28.0	20.7	35.1
1975/76	13.6	24.6	6.7	44.9	34.9	10.0	38.4
1976/77	6.5	26.3	4.7	37.5	25.9	11.6	28.9
1977/78	8.6	14.8	[2]13.0	36.4	25.2	11.2	
Boysenberries:							
1973/74	1.2	6.3	---	7.5	5.5	2.0	5.8
1974/75	1.7	5.1	---	6.8	4.3	2.5	4.5
1975/76	2.3	4.8	---	7.1	4.1	3.0	4.7
1976/77	2.4	4.1	---	6.5	5.6	.9	5.7
1977/78	.8	3.8	---	4.6	3.4	1.2	
Black Raspberries:							
1973/74	.8	2.7	---	3.5	2.5	1.0	2.6
1974/75	.9	1.8	---	2.7	1.6	1.1	1.8
1975/76	.9	2.0	---	2.9	.6	2.3	.9
1976/77	2.0	1.7	---	3.7	2.5	1.2	2.8
1977/78	.9	1.8	---	2.7	2.2	.5	
Red Raspberries:							
1973/74	8.2	26.6	---	34.8	27.5	7.3	28.8
1974/75	6.0	20.3	---	26.3	17.5	8.8	19.3
1975/76	7.0	24.7	---	31.7	20.7	11.0	24.9
1976/77	6.8	20.8	---	27.6	22.3	5.3	23.8
1977/78	3.8	23.2	---	27.0	22.2	4.8	

[1] Season beginning May 1 for strawberries, June 1 for apricots and boysenberries, October 1 for apples and July 1 for all other items. [2] Estimated.

Pack data from American Frozen Food Institute; stocks, Statistical Reporting Service; imports, Bureau of the Census, U.S. Department of Commerce.

Table 19—U.S. wholesale prices of selected dried and frozen fruit items, by months, 1974-78

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Dollars per cases											
DRIED FRUIT:												
Prunes												
(24-1 lb. pkg.):												
1974	9.604	9.604	9.604	9.653	9.653	9.653	9.653	9.653	9.653	9.571	9.571	9.571
1975	9.571	9.571	9.571	9.490	9.049	9.049	8.575	8.575	8.575	8.575	8.575	8.673
1976	8.526	8.428	8.526	8.918	8.918	9.065	9.065	9.424	9.424	9.914	9.914	9.914
1977	10.274	10.274	10.274	10.355	10.355	10.355	10.355	10.486	10.486	11.286	11.629	11.629
1978	11.793	11.858	11.858	11.858	11.923							
Raisins												
(24-15 oz. pkg.):												
1974	12.120	12.157	12.218	12.446	12.446	12.446	12.397	12.287	12.287	11.772	11.772	11.772
1975	11.650	11.650	11.650	11.527	11.282	11.282	11.282	11.282	11.282	11.527	11.650	11.650
1976	11.748	11.748	11.870	11.870	11.870	11.993	11.993	11.993	11.993	15.741	20.580	20.825
1977	20.825	20.825	20.825	20.825	20.825	20.335	19.845	20.090	20.090	16.048	16.109	16.109
1978	15.925	15.680	15.680	15.864	16.109							
FROZEN FRUIT:												
Strawberries												
(12-10 oz. pkg.):												
1974	3.847	3.888	3.888	3.888	3.888	3.888	4.087	4.091	4.219	4.219	4.219	4.219
1975	4.219	4.219	4.219	4.218	4.218	4.218	4.218	4.218	4.218	4.285	4.285	4.285
1976	4.285	4.285	4.285	4.407	4.407	4.407	4.648	4.648	4.648	4.679	4.679	4.679
1977	4.679	4.730	4.730	4.730	4.730	4.730	4.813	4.936	4.936	4.936	4.936	4.936
1978	4.936	4.941	5.076	5.076	5.076							
FROZEN JUICE:												
Orange, conc.												
(12-6 oz. cans):												
1974	2.167	2.152	2.152	2.152	2.152	2.152	2.151	2.151	2.170	2.195	2.134	2.154
1975	2.244	2.254	2.254	2.254	2.254	2.254	2.246	2.246	2.246	2.358	2.383	2.383
1976	2.383	2.352	2.352	2.383	2.383	2.383	2.187	2.187	2.187	2.187	2.187	2.089
1977	2.040	2.776	2.752	2.752	2.752	2.910	2.910	3.101	3.223	3.223	3.459	3.508
1978	3.508	3.508	3.514	3.514	3.514							

Source: Bureau of Labor Statistics, U.S. Department of Labor.

Table 20—Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1977 and 1978

Commodity and season	Retail price (cents)	Marketing margin		Grower and packer return[1] (f.o.b. shipping point price)[2]	
		Cents	Percentage of retail price	Cents	Percentage of retail price
Apples, Eastern Delicious:					
March, 1978	45.2	20.4	45	24.8	55
February, 1978	36.8	17.0	46	19.8	54
March, 1977	35.1	14.6	42	20.5	58
Apples, Eastern McIntosh:					
March, 1978	45.1	27.7	61	17.4	39
February, 1978	43.1	26.5	61	16.6	39
March, 1977	38.9	20.1	52	18.8	48
Apples, Western Delicious:					
March, 1978	51.7	25.2	49	26.2	51
Fenruary, 1978	50.0	26.4	53	23.6	47
March, 1977	45.4	23.2	51	22.2	49
Grapefruit:					
March, 1978	23.6	17.4	74	6.2	26
February, 1978	20.4	14.2	70	6.2	30
March, 1977	22.9	16.2	71	6.7	29
Grapes, Emperor:					
March, 1978	94.4	61.0	65	33.4	35
February, 1978	81.4	52.7	65	28.7	35
March, 1977	N.A.	N.A.	N.A.	N.A.	N.A.
Lemons, Western:					
March, 1978	47.6	31.6	66	16.0	34
February, 1978	48.2	32.8	68	15.4	32
March, 1977	44.8	31.1	69	14.7	31
Oranges, California Navel:					
March, 1978	38.2	23.0	60	15.2	40
February, 1978	38.7	23.2	60	15.5	40
March, 1977	29.1	18.1	65	10.2	35
Oranges, Florida:					
March, 1978	22.6	11.7	52	10.9	48
February, 1978	20.5	10.8	53	9.7	48
March, 1977	21.7	13.1	60	8.6	40

[1] For quantity of product equivalent to retail unit sold to consumers: Because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. [2] Production areas: Apples, Eastern Delicious-*New York State*; Apples, Eastern McIntosh-*New York State*; Apples, Western Delicious-*Washington State*; Grapefruit-*Florida*; Grapes-*California*; Lemons-*California*. N.A. = Not available.

Table 21—Fresh fruit: Representative truck rates for selected fruits, January-June, 1977-78[1]

Commodity, area, and city	1977						1978					
	Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June
	Dollars per package											
Apples (Tray packed carton):												
Yakima, Washington area to:												
Atlanta	1.88	2.00	1.90	1.98	2.05	1.98	2.00	2.00	2.05	2.05	2.05	N/A
Chicago	1.60	1.65	1.60	1.62	1.62	1.60	1.65	1.65	1.68	1.70	1.70	N/A
Dallas	1.52	1.58	1.50	1.52	1.50	1.55	1.55	1.58	1.60	1.60	1.60	N/A
Los Angeles	.85	.88	.90	.85	.85	.89	.90	.90	.95	.95	.95	N/A
New York City	2.35	2.40	2.38	2.35	2.42	2.40	2.40	2.45	2.48	2.48	2.48	N/A
Western and Central New York area to:												
New York City	.60	.60	.60	.60	.60	---	.55	.55	.55	.55	.50	---
Pittsburgh	.50	.50	.50	.50	.50	---	.50	.50	.50	.50	.50	---
Hudson Valley New York area to:												
New York City	.35	.35	.35	.35	.35	---	.40	.40	.40	.40	.40	---
Pittsburgh	.50	.50	.50	.50	.50	---	.60	.60	.60	.60	.60	---
Martinsburg, West Virginia area to:												
New York City	.55	.55	.55	.55	.55	---	.58	.55	.52	.52	N.A.	---
Pittsburgh	.40	.40	.40	.40	.40	---	.45	.45	.48	.48	N.A.	---
Grapefruit (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.38	.32	.32	.32	---	---	.35	.35	.35	.35	---	---
Boston	1.08	1.02	1.02	1.02	---	---	1.10	1.08	1.08	1.08	---	---
Chicago	.95	.88	.90	.90	---	---	.98	1.00	1.00	1.15	---	---
New York City	.95	.92	.92	.90	---	---	.98	1.00	1.00	1.00	---	---
Pittsburgh	.93	.92	.95	.95	---	---	.98	1.00	1.00	1.00	---	---
Grapes (23 lb. lug)												
Fresno area to:												
Atlanta	1.00	N/A	N/A	N/A	---	---	1.20	1.64	N/A	N/A	---	---
Chicago	1.00	N/A	N/A	N/A	---	---	1.10	1.44	N/A	N/A	---	---
Dallas	.77	N/A	N/A	N/A	---	---	.74	.90	N/A	N/A	---	---
New York City	1.30	N/A	N/A	N/A	---	---	1.47	1.94	N/A	N/A	---	---
Lemons (7/10 bu. ctn.)												
Southern California area to:												
Atlanta	1.20	1.80	1.50	1.50	1.70	1.80	1.30	1.30	1.60	1.50	1.60	1.85
Chicago	1.45	1.65	1.55	1.65	1.55	1.95	1.70	1.70	1.70	1.65	1.65	1.75
New York City	1.90	2.65	2.10	2.40	2.32	2.70	2.20	2.20	2.30	2.10	2.00	2.60
Oranges (7/10 bu. ctn.)												
Southern California area to:												
Chicago	1.45	1.65	1.55	1.60	1.55	1.95	1.60	1.70	1.70	1.65	1.65	1.75
Dallas	.90	1.05	1.05	1.05	1.20	1.28	1.05	1.10	1.10	1.10	1.05	1.10
New York City	1.99	2.55	2.10	2.40	2.32	2.70	2.00	2.15	2.30	2.10	2.00	2.60
Oranges (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.38	.32	.32	.32	.40	---	.38	.35	.35	.35	.40	---
Chicago	.98	.88	.90	.90	1.10	---	.98	1.00	1.00	1.00	1.15	---
New York City	.98	.92	.92	.92	1.10	---	.98	1.00	1.05	1.05	1.15	
Pittsburgh	.98	.92	.95	.95	1.10	---	.98	1.00	1.00	1.00	1.15	---
Strawberries (12 pt. tray)												
Southern California area to:												
Los Angeles	---	---	.18	.18	.18	.18	---	---	.20	.20	.20	.20
New York City	---	---	1.20	1.20	1.20	1.25	---	---	1.20	1.20	1.20	1.20
New York City (air rate)	---	---	1.88	1.88	1.88	1.88	---	---	2.00	2.00	2.00	2.00

[1] Reported from a sample of shippers and/or truck brokers in specified areas for shipments during first week of month. N/A = Not available.

Source: Federal-State Market News Report.

Table 22—Citrus fruit: Production, 1975/76, 1976/77, and indicated 1977/78[1]

Crop and State	Boxes			Ton equivalent		
	Utilized		1977/78	Utilized		1977/78
	1975/76	1976/77		1975/76	1976/77	
	1,000 boxes[2]			*1,000 tons*		
Oranges:						
Early, Midseason and Navel varieties[3]:						
California	28,300	25,600	19,500	1,061	960	731
Florida	98,800	115,000	88,300	4,446	5,175	3,974
Texas	3,700	4,400	3,800	157	187	162
Arizona	730	800	820	27	30	31
Total	131,530	145,800	112,420	5,691	6,352	4,898
Valencias:						
California	24,500	21,000	22,000	919	788	825
Florida	82,400	71,800	80,000	3,708	3,231	3,600
Texas	2,400	2,500	2,300	102	106	98
Arizona	1,950	3,150	3,100	73	118	116
Total	111,250	98,450	107,400	4,802	4,243	4,639
All Oranges:						
California	52,800	46,600	41,500	1,980	1,748	1,556
Florida	181,200	186,800	168,300	8,154	8,406	7,574
Texas	6,100	6,900	6,100	259	293	260
Arizona	2,680	3,950	3,920	100	148	147
Total oranges	242,780	244,250	219,820	10,493	10,595	9,537
Grapefruit:						
Florida all	49,100	51,500	51,000	2,088	2,189	2,167
Seedless	41,300	42,400	42,500	1,756	1,802	1,806
Pink	13,000	12,500	14,000	553	531	595
White	28,300	29,900	28,500	1,203	1,271	1,211
Other	7,800	9,100	8,500	332	387	361
Texas	10,700	12,400	11,500	428	496	460
Arizona	3,080	3,000	2,900	99	96	93
California	7,200	7,600	7,500	235	248	245
Desert Valleys	4,100	4,500	4,200	131	144	134
Other areas	3,100	3,100	3,300	104	104	111
Total grapefruit	70,080	74,500	72,900	2,850	3,029	2,965
Lemons:						
California	15,200	20,600	21,000	578	783	798
Arizona	2,420	5,000	5,700	92	190	217
Total lemons	17,620	25,600	26,700	670	973	1,015
Limes:						
Florida	1,080	1,000	460	43	40	18
Tangelos:						
Florida	5,500	4,800	4,900	248	216	221
Tangerines:						
Florida	3,400	3,300	3,200	162	157	152
Arizona	660	650	700	25	24	26
California	1,300	1,820	1,900	49	68	71
Total tangerines	5,360	5,770	5,800	236	249	249
Temples:						
Florida	5,500	3,800	4,900	248	171	221
Total	347,920	359,720	335,480	14,788	15,273	14,226

[1] The crop year with bloom of the first year shown and ends with completion of harvest the following year. [2] Net content of box varies. Approximate averages are as follows: Oranges-California and Arizona, 75 lbs.; Florida, 90 lbs.; Texas, 85 lbs.; Grapefruit-California, Desert Valleys, and Arizona, 64 lbs.; other California areas, 67 lbs.; Florida, 85 lbs., Texas, 80 lbs.; Lemons, 76 lbs.; Limes 80 lbs., Tangelos 90 lbs.; Tangerines-California and Arizona, 75 lbs.; Florida, 95 lbs.; and Temples 90 lbs. [3] Navel and miscellaneous varieties in California and Arizona. Early and midseason varieties in Florida and Texas, including small quantities of tangerines in Texas.

Source: Crop Production, ESCS-SRS.

Table 23—Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 gallons							
Chilled juice:[2]								
Orange:								
1972/73	19,992	96,491	125,683	116,483	145,675	85,768	127,255	30,815
1973/74	18,420	106,987	135,313	125,407	153,733	93,408	137,347	31,999
1974/75	16,386	117,460	154,478	133,846	170,864	103,918	154,085	29,928
1975/76[3]	16,779	131,261	174,804	148,040	191,583	115,042	173,558	32,998
1976/77	18,025	141,467	178,685	159,492	196,170	124,887	180,903	34,605
1977/78	15,807	137,573		153,380		123,702		29,678
Grapefruit:								
1972/73	3,021	14,016	16,071	17,037	19,092	11,099	16,871	5,939
1973/74	2,221	14,839	17,376	17,060	19,597	11,830	17,916	5,230
1974/75	1,681	16,853	20,535	18,534	22,216	13,294	20,768	5,240
1975/76[3]	1,448	20,521	24,538	21,969	25,986	15,808	24,583	6,161
1976/77	1,403	19,722	25,074	21,125	26,477	16,647	25,111	4,478
1977/78	1,366	21,648		23,014		16,443		6,571
Chilled fruit:								
Grapefruit sections:								
1972/73	321	2,041	2,051	2,362	2,372	1,400	1,989	962
1973/74	383	1,859	1,894	2,242	2,277	1,302	1,836	940
1974/75	441	1,618	1,634	2,059	2,075	1,180	1,737	978
1975/76[3]	338	1,786	1,787	2,124	2,125	1,322	1,891	802
1976/77	234	2,095	2,095	2,329	2,329	1,457	1,982	872
1977/78	347	1,636		1,983		1,141		842
Orange sections:								
1972/73	427	740	804	1,167	1,231	696	945	471
1973/74	286	732	765	1,018	1,051	595	804	423
1974/75	247	713	791	960	1,038	647	920	313
1975/76[3]	118	1,079	1,126	1,197	1,244	740	1,027	457
1976/77	217	761	797	978	1,014	663	827	315
1977/78	187	841		1,028		537		491
Citrus salad:								
1972/73	312	4,621	4,818	4,933	5,130	3,030	4,349	1,903
1973/74	781	4,094	4,268	4,875	5,049	2,989	4,163	1,886
1974/75	886	3,351	3,465	4,237	4,351	2,736	3,724	1,501
1975/76[3]	627	3,929	4,027	4,556	4,654	2,537	3,599	2,019
1976/77	1,055	2,532	2,532	3,587	3,587	2,442	3,099	1,145
1977/78	489	2,945		3,434		1,816		1,618

[1] For 1977/78 season, week ending June 10; 1976/77 season, week ending June 11; 1975/76 season, June 5; 1974/75 season, June 7; 1973/74, June 8; and 1972/73, June 9. These respective dates include data through the 36th week of each season. [2] Pack data is from fruit and frozen concentrated juices, but excludes reprocessed single strength. [3] The 1975/76 season incorporates 53 weeks.

Compiled from Florida Canners Association reports.

Table 24—Canned citrus juices and fruit: Florida canners' packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 cases, 24 No. 2's							
Juices:								
Orange:								
1972/73	1,795	11,975	13,670	13,770	15,465	8,128	12,578	5,642
1973/74	2,887	10,574	10,885	13,461	13,772	7,794	11,133	5,667
1974/75	2,639	10,357	10,737	12,996	13,376	7,977	11,349	5,019
1975/76[2]	2,027	10,271	10,635	12,298	12,662	7,374	10,746	4,924
1976/77	1,916	10,630	10,767	12,546	12,683	7,341	10,592	5,205
1977/78	2,091	10,904		12,995		8,619		4,376
Grapefruit:								
1972/73	4,310	18,715	19,059	23,025	23,369	12,457	19,166	10,568
1973/74	4,203	19,787	20,576	23,990	24,779	12,989	18,780	11,001
1974/75	5,999	15,852	15,951	21,851	21,950	12,376	18,129	9,475
1975/76[2]	3,821	17,990	18,439	21,811	22,260	12,743	18,623	9,068
1976/77	3,637	17,616	18,029	21,253	21,666	11,998	17,194	9,255
1977/78	4,472	16,549		21,021		12,125		8,896
Grapefruit reconstituted:								
1972/73	153	137	279	290	432	237	405	53
1973/74	27	145	160	172	187	95	153	77
1974/75	34	221	443	255	477	105	392	150
1975/76[2]	86	258	487	344	573	320	528	24
1976/77	45	381	780	426	123	342	574	84
1977/78	250	266		516		500		16
Blend:								
1972/73	327	1,871	1,898	2,198	2,225	1,277	1,823	921
1973/74	402	1,762	1,782	2,164	2,184	1,195	1,702	969
1974/75	482	1,476	1,493	1,958	1,975	1,198	1,699	760
1975/76[2]	276	1,685	1,687	1,961	1,963	1,101	1,566	860
1976/77	397	1,293	1,308	1,690	1,705	1,034	1,518	656
1977/78	188	1,617		1,805		1,052		753
Tangerine:								
1972/73	3	24	24	27	27	15	20	12
1973/74	7	18	18	25	25	13	19	12
1974/75	6	12	12	18	18	12	17	6
1975/76[2]	1	19	19	20	20	16	20	4
1976/77	0	35	35	35	35	14	20	21
1977/78	15	8		23		14		9
Canned Fruits:								
Grapefruit sections:								
1972/73	440	2,687	2,687	3,127	3,127	1,958	2,804	1,169
1973/74	323	3,027	3,027	3,350	3,350	1,885	2,645	1,465
1974/75	705	2,236	2,236	2,941	2,941	1,350	2,027	1,591
1975/76[2]	914	1,602	1,602	2,516	2,516	1,275	1,906	1,241
1976/77	610	1,722	1,722	2,332	2,332	1,351	1,950	981
1977/78	382	1,753		2,135		1,269		866
Orange sections:								
1972/73	6	18	18	24	24	10	17	14
1973/74	7	17	17	24	24	11	15	13
1974/75	9	18	18	27	27	13	19	14
1975/76[2]	8	26	26	34	34	12	17	22
1976/77	17	10	10	27	27	15	21	12
1977/78	6	16		22		13		9
Citrus salad:								
1972/73	144	131	131	275	275	138	203	137
1973/74	72	117	117	189	189	113	158	76
1974/75	31	206	206	237	237	102	152	135
1975/76[2]	85	112	112	197	197	83	126	114
1976/77	71	84	84	155	155	96	124	59
1977/78	31	111		142		90		52

[1] For 1977/78 season, week ending June 10; 1976/77 season, week ending June 11; 1975/76 season, June 5; 1974/75 season, June 7; 1973/74, June 8; 1972/73, June 9. These respective dates include data through the 36th week of each season. [2] The 1975/76 season incorporates 53 weeks.

Compiled from Florida Canners Association reports.

Table 25—Canned citrus juice: U.S. packs of selected items, 1976/77 and earlier seasons

Item and State	1972/73	1973/74	1974/75	1975/76	1976/77
	1,000 equivalent cases, 24 No. 2's				
Grapefruit:					
Florida	19,059	20,576	16,394	18,890	18,809
Texas	6,572	6,013	2,789	4,030	5,867
California-Arizona	2,631	2,412	2,446	2,901	3,013
Total	28,262	29,001	21,629	25,821	27,689
Orange:					
Florida	13,670	10,885	10,737	10,635	10,767
Texas	1,898	1,676	1,441	1,256	2,485
California—Arizona	1,484	1,258	1,115	1,569	1,183
Total	17,052	13,819	[1]13,294	[1]13,461	14,435
Blend:					
Florida	1,898	1,782	1,493	1,687	1,308
Texas	120	144	117	938	88
California-Arizona	117	56	113	144	187
Total	2,135	1,982	1,723	2,769	[1]1,584

[1] Does not add due to rounding.

Table 26—U.S. monthly average price indexes for fruit

Item	1977								1978				
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
	(1967=100)												
Wholesale price index:													
Fresh fruit	187.9	170.3	172.7	184.0	192.1	183.6	176.5	160.0	177.6	183.2	188.2	200.1	194.6
Citrus fruit	167.3	142.6	184.5	186.3	237.2	206.9	178.0	177.5	159.5	178.1	164.5	171.7	156.7
Other fruit	196.1	181.8	166.0	181.5	169.9	171.5	174.5	164.6	184.6	184.2	197.8	211.7	210.7
Dried fruit	357.2	357.2	353.3	353.3	356.9	283.0	286.3	286.3	285.8	284.3	284.3	285.1	291.2
Canned fruit and juice	178.6	190.7	190.5	191.0	192.8	194.5	198.8	201.0	202.7	204.1	204.9	205.7	207.4
Canned fruit	178.6	180.9	180.1	178.8	179.9	181.0	182.1	182.2	183.6	183.1	183.5	184.9	186.3
Canned fruit juice	206.1	207.8	208.5	211.5	214.4	217.1	226.1	231.4	233.4	237.5	239.0	238.9	241.2
Frozen fruit and juice	184.7	193.6	194.1	205.7	212.6	212.6	225.9	228.6	228.6	228.7	229.9	229.9	229.9
Consumer price index:													
Fresh fruit	185.8	197.4	197.1	200.2	180.4	183.0	186.7	186.5	185.5	195.7	208.2	213.3	218.8
Index of fruit prices received by growers[1]	150	153	150	168	174	219	191	182	187	194	203	194	222

[1] Index for fresh and processed.

Table 27—U.S. monthly average fruit prices received by growers

Commodity and unit	1977								1978				
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
Apples for fresh use (cents/lb.)	11.7	12.1	13.4	12.7	13.3	12.7	12.4	12.6	12.6	13.6	14.8	15.2	20.1
Pears for fresh use ($/ton)	117.0	133.0	140.0	116.0	181.0	197.0	185.0	207.0	195.0	205.0	274.0	404.0	659.0
Peaches for fresh use (cents/lb.)	19.0	13.8	14.6	13.6	12.3	---	---	---	---	---	---	---	17.3
Strawberries for fresh use (cts./lb.)	33.5	34.8	34.3	41.8	41.7	42.5	55.0	---	75.0	63.8	52.4	33.5	28.7
Oranges for: ($/box)[1]													
Fresh use	3.02	3.21	3.68	4.74	4.80	6.82	5.52	5.19	5.01	5.71	5.68	5.08	5.39
Processing	2.26	2.49	-.34	-.34	-.34	.30	3.16	3.29	3.60	3.97	4.15	3.72	4.16
All	2.40	2.66	2.27	2,92	3.08	5.26	4.27	3.70	3.71	4.16	4.49	4.04	4.35
Grapefruit for: ($/box)[1]													
Fresh use	2.60	3.02	3.49	3.86	3.40	4.45	2.80	2.74	1.84	2.07	1.95	1.83	1.81
Processing	.67	.31	-.48	-.57	-.72	.21	1.09	1.03	.85	.95	.96	1.06	.80
All	1.28	1.44	1.30	2.12	2.06	2.94	1.73	1.84	1.27	1.38	1.25	1.28	1.15
Lemons for: ($/box)[1]													
Fresh use	3.90	4.40	3.65	5.00	6.37	9.20	6.12	5.48	5.38	4.88	4.09	4.10	4.50
Processing	-.95	-.95	-.95	-.96	-.95	-.95	-1.05	-1.05	-1.05	-1.05	-1.05	-1.05	-1.05
All	1.89	2.20	1.96	3.61	4.04	4.40	1.89	1.25	1.14	.54	.44	.99	1.37
Tangerines for: ($/box)[1]													
Fresh use	4.60	6.82	---	---	---	6.10	5.10	7.05	7.75	9.12	9.14	9.66	6.95
Processing	-.62	-.64	.64	---	---	-.15	3.05	1.43	1.16	-.51	-.50	-.50	-.50
All	1.98	.85	-.64	---	---	5.75	4.26	5.09	4.00	6.71	5.14	6.18	-.03

[1] Equivalent on-tree returns.

Source: Agricultural Prices, ESCS-SRS.

Table 28--Fruit, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-77[1]

Year	Citrus						Apples						Other fruit						All fruit[4]
	Fresh[2]	Canned[2]	Canned juice[3]	Chilled[3]	Frozen	Total	Fresh[4]	Canned	Canned juice	Frozen	Dried	Total	Fresh	Canned	Canned juice	Frozen	Dried	Total	
	Pounds																		
1950-54 av.	43.7	1.7	17.9	---	19.8	83.1	22.2	3.6	0.9	0.5	1.0	28.2	45.2	19.6	6.7	2.5	12.7	86.8	198.0
1954-59 av.	36.6	1.9	13.7	3.1	30.5	85.8	20.3	4.4	1.1	.7	.8	27.3	40.1	19.9	8.6	3.1	11.5	83.2	196.2
1960	33.7	2.0	11.6	4.4	34.2	85.9	18.3	4.8	1.4	.7	.8	26.0	41.9	19.3	9.0	3.1	10.8	84.1	196.0
1961	30.8	1.8	10.7	3.7	32.1	79.1	16.4	5.0	1.5	.6	.8	24.3	41.5	19.4	8.0	3.2	10.4	82.5	185.9
1962	29.5	1.9	10.5	4.5	37.2	83.6	17.5	4.8	1.6	.5	.8	25.2	36.8	18.8	8.0	3.5	10.6	77.7	186.5
1963	22.1	1.3	10.7	3.5	25.1	62.7	16.7	5.1	1.9	.7	.9	25.3	35.9	19.0	9.6	3.5	10.2	78.2	166.2
1964	26.2	1.7	8.7	3.5	23.5	63.6	17.9	5.1	2.3	.7	.6	26.6	35.4	18.6	8.3	3.3	10.2	75.8	166.0
1965	29.2	1.8	8.1	4.4	29.6	73.1	16.3	5.4	2.4	.8	.7	25.6	35.9	18.8	7.6	3.3	10.4	76.0	174.7
1966	29.2	2.0	9.5	7.1	28.0	75.8	16.0	4.5	1.8	.7	.9	23.9	36.6	18.7	8.5	3.2	10.6	77.6	177.3
1967	31.8	2.2	11.1	9.3	40.0	94.4	16.2	5.1	2.1	.9	1.0	25.3	34.0	18.0	7.0	3.3	10.4	72.7	192.4
1968	26.4	2.1	10.5	8.9	34.3	82.2	15.7	4.9	2.6	.8	.9	24.9	36.5	17.9	8.0	3.4	9.9	75.7	182.8
1969	28.4	1.7	14.6	8.7	34.5	87.9	14.9	5.0	3.7	.9	1.1	25.6	36.2	20.1	8.0	3.3	9.6	77.2	190.7
1970	28.8	1.8	13.4	9.8	41.4	95.2	18.3	5.2	4.1	.8	1.2	29.6	34.3	18.9	7.7	2.9	9.4	73.2	198.0
1971	29.3	2.0	15.1	9.8	41.2	97.4	16.2	5.0	5.0	.9	.8	27.9	35.5	17.8	7.4	3.2	9.4	73.3	198.6
1972	27.6	1.7	16.7	10.6	43.2	99.8	17.4	4.8	4.0	1.1	.5	27.8	32.5	17.7	6.7	3.1	8.5	68.5	196.1
1973	27.6	1.7	16.1	10.8	48.1	104.3	14.7	4.7	4.0	1.0	.8	25.2	34.5	17.5	7.8	3.0	7.5	70.3	199.8
1974	27.7	1.7	15.7	10.6	53.6	109.3	16.1	4.4	4.0	.6	1.1	26.2	35.6	15.8	6.2	2.5	8.8	68.9	204.4
1975	29.7	1.4	17.8	11.4	57.8	118.1	17.9	4.4	4.4	.8	1.0	28.5	36.8	15.6	6.3	2.8	9.4	70.9	217.5
1976	29.4	1.2	16.9	12.5	56.9	116.9	18.8	[5]3.2	5.2	.6	1.0	28.8	38.4	16.8	6.1	2.8	10.0	74.1	219.8
1977[6]	26.0	1.3	15.6	11.6	57.2	111.7	18.5	3.4	5.2	.7	1.1	28.9	39.6	17.6	6.7	2.6	8.9	75.4	216.0

[1] Excludes quantities consumed as baby food. Unless otherwise noted, data represent a calendar year (adjustments to a calendar year, when necessary, were made by combining proportional parts of each pack year involved). Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Crop and pack year beginning October or November prior to year indicated. [3] 1954-59 average includes juice beginning 1955 and fruit beginning 1956. [4] Includes only apples grown in commercial areas. [5] Not comparable to previous years due to a change in sample size reported by the National Food Processors Association. [6] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 29—Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-77[1]

Year	Citrus fruit							Noncitrus fruit					
	Oranges	Tangerines	Tangelos	Lemons	Limes	Grapefruit	Total citrus	Apples	Apricots	Avocados	Bananas	Bushberries[3]	Cherries
	Pounds												
1950-54 av.	27.1	2.1	---	3.8	0.15	10.5	43.7	22.2	0.4	0.5	20.1	---	0.7
1955-59 av.	21.3	1.7	[2]0.14	3.1	.14	10.2	36.6	20.3	.3	.6	17.8	---	.5
1960	19.3	1.2	.2	2.9	.12	10.0	33.7	18.3	.21	.9	20.5	---	.4
1961	16.1	1.8	.2	2.8	.12	9.8	30.8	16.4	.20	.4	19.9	---	.5
1962	15.6	1.5	.4	2.8	.11	9.1	29.5	17.5	.20	.6	16.3	---	.5
1963	11.9	.9	.3	2.5	.13	6.4	22.1	16.7	.16	.5	16.6	---	.4
1964	14.3	1.4	.3	2.6	.12	7.5	26.2	17.9	.20	.6	16.9	---	.6
1965	16.4	1.6	.4	2.4	.14	8.3	29.2	16.3	.10	.4	17.9	---	.4
1966	16.4	1.6	.4	2.3	.12	8.4	29.2	16.0	.17	.6	18.3	---	.5
1967	17.9	1.9	.6	2.3	.10	9.0	31.8	16.2	.11	.8	18.3	---	.5
1968	14.1	1.3	.6	2.2	.15	8.0	26.4	15.7	.11	.5	18.5	---	.5
1969	16.1	1.6	.6	2.1	.15	7.8	28.4	14.9	.09	.7	18.0	---	.5
1970	16.2	1.6	.6	2.0	.19	8.2	28.8	18.3	.12	.4	17.6	.18	.5
1971	15.8	1.8	.7	2.2	.19	8.6	29.3	16.2	.14	.8	18.3	.16	.6
1972	14.5	1.7	.7	1.9	.22	8.6	27.6	17.4	.08	.4	18.1	.11	.3
1973	14.5	1.7	.6	2.0	.22	8.6	27.6	14.7	.09	.8	18.4	.15	.7
1974	14.6	1.9	.7	2.0	.23	8.3	27.7	16.1	.06	.7	18.7	.16	.6
1975	16.1	2.0	1.0	2.0	.24	8.4	29.7	17.9	.08	1.2	17.9	.16	.7
1976	14.9	2.0	.9	1.9	.26	9.4	29.4	18.8	.10	.8	19.5	.11	.8
1977[5]	13.0	1.8	1.0	2.1	.26	7.8	26.0	18.5	.09	1.3	19.5	.06	.6

Year	Noncitrus fruit (continued)												
	Cranberries	Figs	Grapes	Nectarines	Peaches	Pears	Pineapple	Papayas	Plums and prunes	Strawberries	Miscellaneous fruit[4]	Total noncitrus	Total fruit
	Pounds												
1950-54 av.	0.3	0.04	5.4	0.2	9.7	4.0	0.5	---	1.8	1.5	---	67.4	111.1
1955-59 av.	.3	.03	4.3	.3	8.8	3.5	.6	---	1.6	1.5	---	60.3	96.9
1960	.24	.02	3.9	.5	9.5	2.6	.6	.06	1.2	1.3	---	60.2	93.9
1961	.29	.02	3.8	.6	9.7	2.6	.5	.08	1.3	1.6	---	57.9	88.7
1962	.28	.02	4.2	.5	8.2	2.6	.4	.07	1.3	1.6	---	54.3	83.8
1963	.22	.02	4.2	.6	7.6	2.0	.5	.06	1.4	1.6	---	52.6	74.7
1964	.22	.02	3.9	.7	6.0	2.4	.6	.09	1.5	1.7	---	53.3	79.5
1965	.19	.02	4.2	.7	6.8	1.8	.6	.08	1.4	1.3	---	52.2	81.4
1966	.17	.02	4.3	.7	6.2	2.4	.5	.08	1.2	1.4	---	52.6	81.8
1967	.14	.01	3.5	.5	4.9	1.8	.6	.10	1.3	1.5	---	50.2	82.0
1968	.15	.02	3.8	.6	6.6	2.0	.6	.10	1.3	1.8	---	52.2	78.6
1969	.17	.01	3.6	.6	6.7	2.2	.6	.08	1.1	1.8	---	51.1	79.5
1970	.18	.01	2.8	.6	5.7	2.0	.7	.12	1.5	1.8	.14	52.6	81.4
1971	.20	.01	2.4	.6	5.7	2.4	.7	.10	1.3	1.9	.16	51.7	81.0
1972	.15	.03	2.2	.8	3.9	2.5	.8	.11	1.1	1.7	.15	49.9	77.5
1973	.19	.04	2.6	.7	4.3	2.5	.9	.14	1.2	1.6	.18	49.2	76.8
1974	.15	.05	2.8	.9	4.4	2.3	.9	.17	1.5	1.9	.20	51.7	79.4
1975	.15	.03	3.2	.9	5.1	2.8	1.0	.17	1.3	1.8	.24	54.7	84.4
1976	.19	.02	3.3	1.0	5.3	2.7	1.2	.21	1.3	1.7	.23	57.2	86.6
1977[5]	.18	.03	3.1	1.2	5.4	2.7	1.3	.26	1.6	2.0	.17	58.1	84.1

[1] All data on calendar-year basis with exception of citrus fruits, which start October or November prior to year indicated. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Three-year average. [3] Includes blackberries, blueberries, boysenberries, currants, loganberries, black and red raspberries, and other berries. [4] Includes mangoes, olives, persimmons, pomegranates, chinese gooseberries, and other fruit. [5] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 30—Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-77[1]

Year	Canned fruit														
	Apples and apple-sauce	Apricots	Berries	Cherries	Cran-berries	Figs	Salad and cocktail	Peaches (in-cluding spiced)	Pears	Pineapple	Plums and prunes	Olives	Citrus sections	Total	Chilled citrus sections[2]
	Pounds														
1950-54 av.	2.5	1.0	0.40	1.5	0.8	0.14	2.2	5.3	1.6	3.2	0.4	0.8	0.9	20.7	---
1955-59 av.	3.1	1.0	.30	1.3	.8	.13	2.6	5.7	1.8	3.3	.4	.8	1.0	22.3	[3] 0.2
1960	3.4	1.1	.20	1.1	.6	.09	2.7	6.1	2.0	3.2	.3	.8	1.0	22.6	.4
1961	3.6	1.2	.18	1.2	1.0	.08	2.7	6.2	1.8	3.1	.2	1.0	.9	23.2	.4
1962	3.4	.9	.19	1.2	.8	.08	2.8	6.4	2.1	2.8	.4	.8	.9	22.8	.4
1963	3.6	1.1	.14	1.0	.8	.07	2.8	6.6	2.0	3.2	.3	.8	.6	23.0	.3
1964	3.7	1.0	.14	1.3	.7	.07	2.6	6.6	1.6	3.2	.3	1.0	.8	23.0	.4
1965	3.8	1.1	.14	1.1	.8	.09	2.9	6.7	1.9	3.1	.3	.7	.9	23.5	.3
1966	3.3	1.1	.16	1.0	.8	.09	3.0	6.2	1.9	3.1	.4	.8	1.0	22.9	.5
1967	3.7	.9	.18	.8	.8	.07	2.7	6.1	1.8	3.1	.4	.9	1.1	22.6	.5
1968	3.5	.9	.14	.7	.9	.07	2.8	5.7	1.4	3.7	.3	.7	1.1	21.9	.4
1969	3.6	.9	.13	1.0	.8	.04	3.2	6.9	2.0	3.4	.3	1.2	.8	24.2	.4
1970	3.7	1.0	.10	.9	.9	.05	3.2	5.9	2.0	3.3	.3	1.1	.9	23.3	.4
1971	3.6	1.0	.11	.9	.8	.04	2.7	5.4	2.0	3.3	.3	.9	.9	21.9	.3
1972	3.5	.7	.12	.8	.8	.09	2.6	5.7	2.0	3.4	.2	.7	.8	21.4	.3
1973	3.4	.8	.13	.7	1.0	---	3.0	4.9	2.2	3.4	.2	.7	.8	21.3	.3
1974	3.1	.6	.09	.7	.9	---	2.7	5.0	1.8	2.8	.2	.9	.8	19.7	.3
1975	3.2	.5	.13	.9	.8	---	2.6	4.9	1.9	2.7	.2	.9	.7	19.2	.3
1976	[4] 2.3	.6	.10	.7	.8	---	2.7	5.0	2.1	3.1	.2	1.0	.6	19.2	.3
1977[5]	2.4	.6	.12	.7	.7	---	2.8	5.1	2.2	3.5	.2	1.0	.6	19.9	.2

[1] Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Produced commercially in Florida. [3] Four-year average. [4] Not comparable to previous years due to a change in sample size reported by the National Canners Association. [5] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 31—Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-77[1]

Year	Canned														Chilled[2]		
	Citrus							Apple	Fruit nectars	Grape	Pineapple		Prune	Total	Orange	Grapefruit	Total
	Orange	Grapefruit	Blended orange and grapefruit	Lemon and lime	Tangerine	Citrus concentrate[3]	Total				Single strength	Concentrate[3]					
	Pounds																
1950-54 av.	3.39	2.21	1.00	0.08	0.16	1.69	8.54	0.56	0.70	0.66	2.47	---	0.90	13.83	---	---	---
1955-59 av.	2.48	1.93	.65	.12	.08	1.42	6.65	.72	1.13	.76	2.42	[4]1.12	1.08	13.43	1.44	[5]0.05	1.47
1960	2.12	1.51	.51	.13	.07	1.45	5.79	.89	1.06	.76	2.15	1.25	1.06	12.96	2.10	.02	2.12
1961	1.70	1.39	.45	.13	.06	1.52	5.25	.95	.52	.71	2.07	1.19	1.05	11.74	1.65	.03	1.68
1962	1.92	1.48	.47	.13	.06	1.05	5.11	1.05	.52	.65	2.09	1.18	1.06	11.66	2.19	.08	2.27
1963	1.69	1.30	.42	.13	.04	1.70	5.28	1.21	.36	.63	2.61	1.74	1.11	12.94	1.14	.03	1.17
1964	1.17	1.09	.30	.11	.04	1.61	4.32	1.49	.28	.65	1.97	1.64	1.11	11.46	1.29	.07	1.36
1965	1.24	1.39	.30	.10	.02	.97	4.02	1.53	.38	.74	1.84	1.19	1.16	10.86	1.90	.05	1.95
1966	1.53	1.73	.34	.10	.02	.99	4.71	1.17	.40	.63	1.92	1.73	1.10	11.66	3.04	.14	3.18
1967	1.57	2.33	.39	.10	.02	1.08	5.49	1.35	.39	.67	1.76	.96	1.09	11.71	4.15	.23	4.38
1968	1.19	2.22	.32	.10	.01	1.35	5.19	1.69	.37	.55	2.14	1.51	.75	12.20	3.96	.24	4.20
1969	1.30	2.94	.33	.10	.01	2.55	7.23	2.41	.41	.54	1.61	1.83	1.10	15.13	3.87	.30	4.17
1970	1.75	2.98	.33	.10	.01	1.45	6.62	2.67	.70	.58	1.60	1.37	1.11	14.65	4.35	.34	4.69
1971	1.60	3.27	.30	.10	.005	2.18	7.45	3.25	.68	.70	1.54	1.20	1.09	15.91	4.35	.43	4.78
1972	1.47	3.28	.25	.10	.01	3.24	8.35	2.63	.56	.54	1.67	1.11	.67	15.53	4.58	.62	5.20
1973	1.67	3.46	.23	.11	.003	2.52	7.99	2.58	.51	.56	2.04	1.25	.99	15.92	4.70	.55	5.25
1974	1.47	3.55	.21	.10	.002	2.46	7.79	2.57	.53	.67	1.18	1.17	.73	14.64	4.68	.53	5.21
1975	1.54	3.41	.22	.12	.003	3.56	8.85	2.89	.79	.59	1.08	1.18	.83	16.21	5.07	.62	5.69
1976	1.38	3.40	.31	.08	.003	3.24	8.41	3.37	.78	.57	1.17	.88	1.01	16.19	5.43	.74	6.17
1977[6]	1.44	3.00	.21	.08	.003	3.02	7.75	3.36	.68	.45	124	1.17	.90	15.55	5.05	.71	5.76

[1] Civilian consumption only. Calendar-year-basis except for citrus juices which are on a pack-year basis beginning prior to year indicated. Beginning 1960, includes Alaska and Hawaii. [2] Chilled fruit juice produced commercially from fresh fruit in Florida; does not include reconstituted frozen juice or fresh juice produced for local sale. [3] Single-strength equivalent. [4] Three-year average. [5] Four-year average. [6] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation,* for annual data prior to 1960.

Table 32—Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-77[1]

Year	Black-berries	Blue-berries	Rasp-berries	Straw-berries	Other berries	Apples	Apricots	Cherries	Grapes and pulp	Peaches	Miscel-laneous[2]	Total
	Pounds											
1950-54 av.	0.08	0.10	0.18	1.19	0.11	0.27	0.04	0.59	[3]0.05	0.18	0.12	2.89
1955-59 av.	.09	.14	.20	1.53	[3].14	.41	.04	.63	.09	.22	.22	3.68
1960	.14	.10	.21	1.28	.12	.40	.07	.71	.03	.24	.20	3.50
1961	.10	.16	.20	1.38	.08	.37	.06	.64	.12	.27	.19	3.57
1962	.14	.19	.17	1.42	.11	.32	.06	.74	.08	.30	.23	3.76
1963	.14	.21	.17	1.56	.09	.41	.07	.71	.08	.32	.14	3.90
1964	.12	.18	.17	1.31	.07	.44	.06	.62	.12	.24	.26	3.59
1965	.07	.19	.13	1.39	.07	.45	.06	.78	.06	.32	.16	3.68
1966	.07	.15	.15	1.40	.03	.39	.10	.74	.05	.30	.17	3.55
1967	.12	.17	.17	1.40	.07	.55	.10	.54	.05	.30	.23	3.70
1968	.17	.25	.18	1.42	.12	.49	.08	.53	.12	.29	.19	3.84
1969	.14	.21	.14	1.42	.10	.54	.06	.60	.07	.29	.20	3.77
1970	.11	.21	.16	1.18	.06	.48	.06	.61	.03	.26	.17	3.33
1971	.17	.18	.16	1.40	.07	.54	.07	.68	.01	.25	.16	3.69
1972	.11	.18	.12	1.36	.06	.67	.05	.64	.01	.31	.15	3.66
1973	.08	.16	.10	1.19	.05	.62	.08	.83	.04	.22	.16	3.53
1974	.06	.14	.09	1.13	.05	.34	.06	.50	.01	.28	.13	2.79
1975	.09	.19	.10	1.41	.04	.45	.07	.47	([5])	.28	.16	3.26
1976	.12	.14	.13	1.30	.05	.38	.06	.71	.01	.13	.10	3.13
1977[4]	.13	.14	.13	1.19	.04	.44	.07	.42	.02	.28	.16	3.02

[1] Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Includes prunes and plums. [3] Four-year average. [4] Preliminary. [5] Negligible.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 33—Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-77[1]

Year	Orange		Grapefruit		Blend		Lemon	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds							
1950-54 av.	2.65	9.32	0.06	0.22	0.04	0.14	0.07	0.13
1955-59 av.	3.96	13.94	.14	.51	.04	.14	.10	.25
1960	4.43	15.62	.16	.56	.03	.11	.12	.35
1961	4.34	15.30	.14	.49	.01	.04	.05	.13
1962	5.10	17.98	.16	.56	.01	.04	.05	.13
1963	3.36	11.84	.12	.42	.01	.04	.06	.16
1964	3.00	10.58	.13	.46	.004	.014	.05	.15
1965	4.00	14.10	.15	.53	.01	.04	.05	.13
1966	3.82	13.47	.16	.56	.003	.011	.04	.09
1967	5.53	19.49	.22	.78	.002	.007	.05	.13
1968	4.83	17.03	.15	.53	.001	.004	.04	.09
1969	4.88	17.20	.14	.49	.001	.004	.04	.09
1970	5.85	20.62	.21	.74	.001	.004	.03	.06
1971	5.77	20.34	.23	.81	.001	.004	.03	.06
1972	5.96	21.01	.31	1.09	.001	.004	.04	.09
1973	6.75	23.79	.32	1.13	(2)	(2)	.03	.06
1974	7.61	26.83	.34	1.20	(2)	(2)	.03	.06
1975	7.90	27.85	.28	.99	(2)	(2)	.11	.26
1976	8.46	29.82	.08	.28	(2)	(2)	.03	.03
1977[3]	7.72	27.21	.54	1.90	(2)	(2)	.06	.14

Year	Lemonade base		Limeade		Tangerine		Total	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds							
1950-54 av.	0.31	0.23	---	---	[4]0.02	[4]0.09	3.14	10.11
1955-59 av.	.64	.48	0.05	0.18	.04	.15	4.97	15.64
1960	.76	.56	.04	.14	.04	.14	5.58	17.48
1961	.61	.45	.04	.14	.05	.18	5.24	16.73
1962	.48	.36	.04	.14	.08	.28	5.92	19.49
1963	.44	.33	.02	.07	.05	.18	4.06	13.04
1964	.51	.38	.06	.21	.05	.18	3.80	11.96
1965	.51	.38	.02	.07	.05	.18	4.79	15.43
1966	.44	.33	.02	.07	.05	.18	4.53	14.70
1967	.48	.36	.03	.11	.05	.18	6.36	21.05
1968	.41	.30	.02	.07	.04	.14	5.49	18.16
1969	.39	.29	.02	.07	.04	.14	5.51	18.28
1970	.33	.24	.03	.11	.05	.18	6.50	21.95
1971	.35	.26	.04	.14	.05	.18	6.47	21.79
1972	.38	.28	.04	.14	.05	.18	6.78	22.79
1973	.47	.35	.02	.07	.05	.18	7.64	25.58
1974	.43	.32	.01	.04	.04	.14	8.46	28.59
1975	.98	.73	.05	.18	.06	.21	9.38	30.22
1976	.52	.38	(2)	(2)	.03	.11	9.12	30.62
1977[3]	.40	.30	.06	.21	.08	.28	8.86	30.04

[1] Civilian consumption. Beginning 1960, includes Alaska and Hawaii. Product weight includes concentrated and single strength juices. Concentrated fruit juices converted to single strength on basis of 3.525 pounds to 1; lemonade base, 0.84 to 1 through 1952 and 0.74 beginning 1953. [2] Negligible. [3] Preliminary. [4] Three-year average.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 34—Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59, annual 1960-77[1]

Pack year	Apples	Apricots	Dates[2]	Figs	Peaches	Pears	Prunes[3]	Raisins	Total
	Pounds								
1950-54 average	0.12	0.12	0.51	0.32	0.11	0.009	0.92	1.75	3.86
1955-59 average	.10	.08	.49	.32	.07	.007	.75	1.59	3.42
1960	.10	.07	.45	.34	.06	.006	.62	1.42	3.07
1961	.09	.07	.34	.33	.05	.003	.62	1.60	3.10
1962	.12	.05	.36	.26	.06	.004	.68	1.47	3.00
1963	.08	.06	.37	.30	.05	.003	.58	1.49	2.93
1964	.09	.06	.31	.27	.04	.003	.67	1.45	2.89
1965	.09	.06	.31	.33	.05	.001	.59	1.54	2.97
1966	.15	.06	.31	.27	.04	.001	.54	1.64	3.01
1967	.10	.05	.31	.20	.03	.003	.56	1.52	2.77
1968	.11	.06	.27	.25	.03	.001	.66	1.44	2.82
1969	.18	.04	.21	.16	(4)	.001	.57	1.47	2.63
1970	.11	.05	.29	.23	.01	.003	.68	1.34	2.71
1971	.06	.06	.31	.19	.02	.01	.59	1.38	2.62
1972	.08	.05	.29	.12	.02	.01	.49	.96	2.02
1973	.14	.04	.29	.14	.01	.002	.55	1.40	2.57
1974	.11	.03	.25	.16	.01	.002	.56	1.35	2.47
1975	.13	.05	.35	.16	.02	.004	.67	1.66	3.04
1976	.14	.06	.39	.18	.02	.005	.60	1.27	2.66
1977[5]	.14	.05	.39	.16	.01	.01	.44	1.47	2.67

[1] Production begins midyear. Civilian consumption only. Beginning 1959, includes Alaska and Hawaii. [2] Pits-in basis. [3] Excludes quantities used for juice. [4] Negligible. [5] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

A BRIEF OVERVIEW OF THE UNITED STATES PEACH INDUSTRY

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ABSTRACT: Total peach production is not expected to increase appreciably during the next few years, but the proportion of peaches processed will continue to grow larger. Total demand for peaches is not likely to increase greatly despite population growth and continued increases in disposable personal income. Peach consumption likely will stabilize near the current level of approximately 10 pounds per person, assuming no seriously short crops. However, foreign demand for our canned peaches may rise with increasing promotional activities and improvements in the standard of living in the developing countries. With continued inflation and higher costs of production likely, peach prices are also expected to increase.

KEYWORDS: Peaches, production, utilization, consumption, exports, prices.

Peaches, one of the major U.S. fruit crops, were worth an estimated $282.2 million in 1977 (table 1), a value exceeded only by grapes, oranges, and apples. Although the structure and behavior of the peach industry has undergone dramatic changes that are somewhat similar to those for other leading fruits, it has not shown a similar growth pattern.

Table 1—Value of utilized production leading fruit crops

Year	Peaches	Apples	Grapes	Oranges[1]
	Million dollars			
1960	133.5	235.4	167.3	348.1
1961	141.2	230.7	180.4	419.8
1962	131.8	243.4	203.6	369.0
1963	149.0	233.0	198.4	361.2
1964	150.7	241.1	218.7	430.6
1965	139.3	259.1	195.1	367.3
1966	163.8	252.6	207.7	335.9
1967	158.0	300.9	212.3	337.3
1968	179.7	332.7	236.4	383.8
1969	178.2	272.3	282.3	447.0
1970	168.3	283.9	292.3	388.3
1971	166.6	299.2	383.3	463.5
1972	155.3	377.5	426.2	549.4
1973	199.1	549.0	681.7	603.3
1974	260.7	551.6	582.3	600.7
1975	275.6	460.9	618.2	653.8
1976	254.2	566.1	632.8	678.7
1977	282.2	621.0	776.1	648.6

[1] Crop year begins October of preceding year.

This article reviews the overall changes in the peach industry since 1960 and focuses on significant developments and trends in production, utilization, consumption, foreign markets, and prices.

Production Trending Down

Although peaches are grown in nearly every State, they are grown commercially in only 32 States. Production has trended downward since 1960 (table 2). A comparison of the 1960-62 average with the 1975-77 average shows that peach production has declined almost one-fifth. The decrease in total peach production was even more pronounced—almost 37 percent during the same period—if the California clingstone peach crop is excluded. The declines were recorded in most major peach States.

California, the leading peach State, showed only a slight increase in total production as larger clingstone production more than offset decreased freestone production. Between 1960-62 and 1975-77, clingstone production increased approximately 11 percent. In the early 1970's, the clingstone crop was cut back substantially by the supply adjustment program under provisions of the State Marketing Order in response to low prices. And in 1977, the industry again pulled out clingstone trees

and reduced the bearing acreage to 46,320 acres, down from 51,160 acres in 1976. This will affect the future potential for clingstone production.

The downtrend in California freestone production since the early 1960's is mainly attributed to sharply reduced acreage and weak demand for fresh peaches. Production hit a low of 352 million pounds in 1972, but gradually recovered, reaching 476 million pounds in 1977. The production trend generally parallels what's happened to bearing acreage. California's freestone bearing acreage dipped to a low of 20,900 acres in 1971 and then recovered to 22,230 acres in 1977. In addition, nonbearing acreage totaled 6,871, the highest since 1960. California's freestone production is expected to increase in the years ahead.

The peach crop in the nine southern States supplies most of the early-season fresh markets. Production in this area has shown a substantial decrease, falling almost 40 percent between 1960-62 and 1975-77. At the same time, the region's share of U.S. production declined from 22.6 to 17.1 percent.

There were, however, wide variations among the States. South Carolina, the leading producing State, continues to increase its relative importance, while Georgia, the second leading State, has slipped in relative importance. Production for the nine-State group was marked by wide swings. Especially deep dips occurred in 1964, 1967, and 1974—mainly the result of unfavorable weather.

Peach production in the other large producing States (Michigan, New Jersey, Pennsylvania, and Washington) has also declined. Most of the peaches from these States are for fresh market late in the season. However, production in these States has stabilized in recent years and is not likely to decline substantially from the current levels in the near future since fresh peach prices have shown relative strength in recent years.

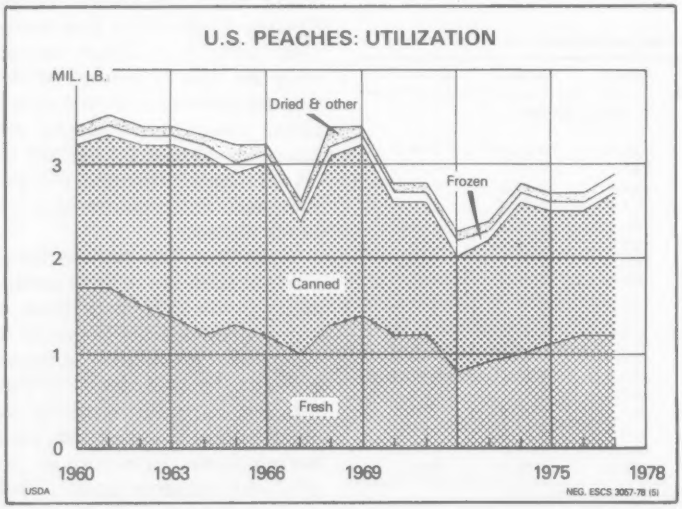
Table 2—U.S. peach production

Year	9 Southern States[1]	California		Other States	U.S. Total
		Freestone	Clingstone		
	Million pounds				
1960 ...	810.5	596.0	1,224.0	952.8	3,583.3
1961 ...	933.3	602.0	1,332.0	902.6	3,769.9
1962 ...	729.9	620.0	1,470.0	791.4	3,611.3
1963 ...	914.8	616.0	1,468.0	540.7	3,539.5
1964 ...	261.6	656.0	1,740.0	795.0	3,452.6
1965 ...	800.4	580.0	1,458.0	635.4	3,473.8
1966 ...	739.4	516.0	1,678.0	455.8	3,389.2
1967 ...	527.4	412.0	1,376.0	372.3	2,687.7
1968 ...	871.9	500.0	1,708.0	556.8	3,636.7
1969 ...	714.8	480.0	1,800.0	689.5	3,684.3
1970 ...	600.2	400.0	1,442.0	553.6	2,995.8
1971 ...	526.2	412.0	1,278.0	666.4	2,882.6
1972 ...	514.2	352.0	1,224.0	281.3	2,371.5
1973 ..	420.7	420.0	1,294.0	456.2	2,590.9
1974 ...	339.5	468.0	1,608.0	501.7	2,917.2
1975 ...	406.8	401.0	1,450.0	581.1	2,838.9
1976 ...	588.0	464.0	1,498.0	470.0	3,020.0
1977 ...	518.5	476.0	1,508.0	488.5	2,991.0

[1] Alabama, Arkansas, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, and Texas.

Processing Share Grows

While the total use of peaches has declined in absolute terms for both fresh and processing outlets, there has been a striking shift in utilization. Since the early 1960's, peaches for processing use have increased from 51 to 58 percent of the total. At the same time, the fresh market has been declining in importance. This is consistent with the



general trend in the content of the market basket which has been changing with the increasing demand for convenience foods. Processing has become a larger outlet as the convenience aspects appeal to more affluent buyers.

There have also been shifts in the relative importance of canning, freezing, drying, and other types of processing (jams, preserves, pickles, wine and brandy). Since the early 1960's, of all the peaches processed, roughly 90 percent have been canned; freezing use has increased from 5 to 6 percent of the total; and other processing uses (although still a very small proportion) have gained from 0.5 to 1.5 percent. However, drying uses have dropped to 2 percent, only one-half of its share in the early 1960's.

With continuing research effort to improve existing peach products and develop new ones, the proportion of peaches used for processing is expected to keep increasing. The preceding chart shows the historical trend in utilization of peaches.

Per Capita Consumption Slipping

Annual per capita consumption of peaches, both fresh and processed, shows a generally downward trend. It fell from approximately 16 pounds fresh-weight equivalent basis in the early 1960's to 10 pounds in recent years. The decrease reflects lower consumption for both fresh and processed peaches.

As demand for peaches weakened, growers were faced with a serious oversupply situation in the early 1970's. The peach industry pulled 6,600 acres of cling peach trees out of production in California in 1970 to control supply and bolster grower prices. The 1971 clingstone crop was cut back substantially and was also removed from the market by various supply-control measures under provisions of California's Marketing Order. Thus, per capita peach consumption reached a low of approximately 9 pounds in the early 1970's.

Fresh peach consumption has decreased in both absolute and relative terms, falling from 10 to 5 pounds per person in the last 18 years. It now accounts for only half of total peach consumption on a fresh-weight equivalent basis compared with 60 percent in the early 1960's. Fresh peach consumption has been affected more by production fluctuation than by consumption of processed peaches. Between 1960 and 1977, per capita fresh consumption fluctuated between 3.9 and 9.7 pounds. The low in 1972 was due mainly to the weather-reduced peach crop in the mid-Atlantic States.

At least a part of the decline in fresh peach use is associated with its low quality and high perishability at the retail level. Fresh peaches reach retail outlets only partially mature, since they are picked before peak eating quality can develop. If they are fully mature when they reach the stores, they quickly become soft and unsalable, resulting in heavy loss. Bananas, apples, pears, melons, and oranges all reach retail outlets in better shape than peaches. It is fair to say that the peach is not well adapted to existing retail marketing with its centralized warehouse system.

The future for fresh peaches lies in the development of varieties that are more easily handled when mature, or in the development of direct sales from orchard locations. Naturally, the latter method is limited to orchards near population centers.

Although per capita consumption of processed peaches declined from 6.4 pounds in the early 1960's to approximately 5 pounds in recent years (fresh-weight equivalent), its share of total peach consumption has increased from 40 to 50 percent. The decrease in per capita use is attributed to the reduced consumption of canned and dried peaches while frozen peach consumption has fluctuated in a narrow range.

The increased share of processed peaches in per capita consumption generally reflects improvements in quality, convenience, variety, improved facilities for at-home storage of frozen foods, and their year-round availability.

The total demand for peaches is not likely to increase greatly in the years ahead even with continued increases in population and disposable personal income. Per capita peach consumption will likely stabilize at the recent level of approximately 10 pounds during the next few years, assuming no seriously short crops. The per capita consumption share of processed peach products will continue to increase at the expense of fresh peaches.

Changes in technology could also have a great impact on the pattern of peach consumption in the future. Continued research to prolong the storage life of fresh peaches could make this fruit available year-round. Research is underway to adapt preprocessing and bulk preservation methods for processing cling peaches to offer economies through extending the processing season.

Export Market

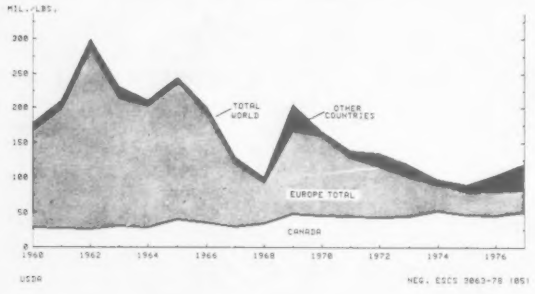
Our exports of fresh peaches account for a very small percent of the total peach crop. Most fresh peaches are exported to Canada, accounting for almost 94 percent of total exports in recent years. Although canned peaches have been one of our principal processed fruit exports, they have declined in importance in recent years. Total exports of canned peaches have declined from 228.9 million pounds in 1960-62 to 104.6 million pounds in 1975-77. And in the 1960's, exports accounted for as high as 20 percent of the total

clingstone peach pack compared with approximately 7 to 10 percent in recent years.

There has been a striking shift in the foreign markets for our canned peaches since 1960. Europe was traditionally the major market for our canned peaches in the early 1960's—taking over 80 percent of our total exports. In the mid-1960's, however, competition in the European canned peach market was intensified. Australia and South Africa, aided by financial assistance from their governments, have made serious inroads into the European canned peach market. They acquired a volume status and vigorously sought to widen distribution beyond their traditional market area of the United Kingdom. Australia has also made substantial inroads in West Germany, our leading export outlet for canned peaches. In the early 1960's, we supplied nearly 90 percent of West Germany's canned peach imports. Because of the steady decline in exports of canned peaches to Germany, our exports to Europe accounted for only 33 percent of the total in recent years.

Exports of canned peaches to Canada and Japan, however, have trended upward. Canada now receives almost half of our total exports compared with only 13 percent in the early 1960's. Japan, a relatively small market in the 1960's, took approximately 23 percent of our total exports of canned peaches in 1977. Exports to the rest of the world, although accounting for only 8 percent, have shown an upward trend. The following chart shows total U.S. canned peach exports by areas.

U.S. CANNED PEACHES : EXPORTS BY AREAS



Our exports of canned peaches have the potential for increasing. In 1977, total exports increased 15 percent from the previous year. Shipments to Japan and to areas other than Europe increased significantly. The Middle East could be one of our potential export markets for canned peaches. The improvements in exports could be, in part, the result of California Law AB 3423 which provides for advertising and trade name promotion of commodities in foreign markets, and for reimbursement payments from growers to offset transportation costs. In addition, improved standards of living in developing countries will further enhance our market potential for canned peaches there.

Grower Prices Trend Up

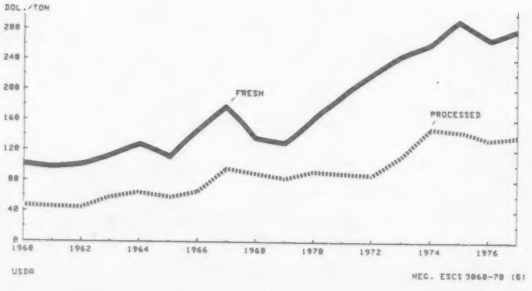
Annual average peach prices are largely influenced by yearly changes in the size of the peach crop, stocks of processed peaches, supplies of competing fruits, and in the long run by such demand factors as consumer income, export markets, and population.

From 1960 through 1977, prices of peaches received by growers for both fresh market and processing uses on a national basis rose sharply in relation to the price index of fruit. Although prices received by growers for all peaches vary greatly among different production areas, and between fresh and processing use, they do serve as substitutes for each other. Generally, prices for peaches moved in the same direction in response mostly to crop size.

Peach prices for all sales (fresh market and processing) rose 156 percent between 1960-62 and 1975-77. Prices of peaches for processing use rose more than those sold for fresh market—205 percent versus 180 percent. The price index of fruit for fresh and processing use during the same period had increased only 36 percent. However, larger price increases in absolute terms were recorded for fresh use than for processing use. This was due to higher costs involved in producing and marketing peaches for the fresh market. Labor costs in harvesting are higher since more care is required for peaches sold fresh market. Peaches to be sold fresh must be graded, hydrocooled, packed, and refrigerated. Other costs involved in fresh marketing are hauling and cartage fees (to the packing house) and commission and handling charges.

The increase in the annual average peach prices for processing varied for different uses. Between

U.S. PEACHES: PRICES RECEIVED BY GROWERS



1960-62 and 1975-77, peach prices for canning increased 219 percent while those for freezing advanced only 126 percent. This was probably due to more demand for peaches by canners than by freezers. In addition, the California Marketing Order on clingstone peaches could also affect prices to a certain extent.

In general, prices for processing peaches usually are negotiated by a farmers' bargaining group and the processors. The price depends on the size of the crop and the size of stocks of processed peaches on hand. The preceding chart depicts movements of these two price series (fresh market and processing use) from 1960 to 1977.

Grower prices for drying and other uses became available only in 1969. Since that time they have shown a substantial rise for drying and a very moderate advance for other uses.

The total production of peaches is not expected to increase significantly in the years ahead. With the continuation of the current inflation rate and higher cost of production, prices of peaches received by growers for both fresh market and processing uses are expected to continue to rise.

LIST OF TABLES

Tables	Title	Page
1	Index of quarterly prices received by growers for fresh and processed fruits	4
2	Quarterly retail price indexes for fresh fruits	4
3	U.S. fruit production for selected crops, 1976, 1977, and indicated 1978	5
4	U.S. fresh banana imports by country of origin, calendar years, 1974-77	6
5	Cherries: Production by types, 12 States, 1976, 1977, and indicated 1978	6
6	Wine: Inventories in California, other States, and United States	8
7	Peaches: Total production and season average price received by growers, 1976, 1977, and indicated 1978 production	9
8	West Coast Bartlett pear production, 1974, 1975, 1976, 1977, and indicated 1978	10
9	Strawberries: Acreage, yield per acre, and production, 1976, 1977, and indicated 1978	11
10	U.S. strawberry imports	12
11	Citrus crop: Utilization to June 1	13
12	Almond shipments: Domestic and exports, 1970/71 to 1977/78	17
13	Wine entering distribution channels in the U.S., by origin and type of wine	19
14	Wholesale and consumer price indexes for table and dessert wine, by month, 1972-78	19
15	Canned noncitrus fruit: Canners' stocks, packs, supplies and shipments, current season, with comparisons	20
16	Canned apples and pineapple fruit and juices: Canners' carryin, pack, supplies, shipments, and stocks, current season with comparison	21
17	Canned fruit: Commercial pack of principal items by size of container, United States, 1972-77 (basis equivalent cases of 24 No. 2½ cans)	22
18	Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1973/74-1977/78	23
19	U.S. wholesale prices of selected dried and frozen fruit items, by months, 1974-78	24
20	Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1977 and 1978	25
21	Fresh fruit: Representative truck rates for selected fruits, January-June, 1977/78	26
22	Citrus fruit: Production, 1975/76, 1976/77, and indicated 1977/78	27
23	Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies, and movement, current season with comparisons (1973/74-1977/78)	28
24	Canned citrus juices and fruit: Florida canners' stocks, packs, supplies and movement, current season with comparison (1973/74-1977/78)	29
25	Canned citrus juices: U.S. packs of selected items, 1976/77 and earlier seasons	30
26	U.S. monthly average price indexes for fruit	30
27	U.S. monthly average fruit prices received by growers	31
28	Fruit: Per capita consumption: Fresheight basis, average 1950-54, and 1955-59 annual 1960-77	32
29	Fresh fruit: Per capita consumption, fresh basis, average 1950-54 and 1955-59, annual 1960-77	33
30	Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54, and 1955-59, annual 1960-77	34
31	Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-77	35
32	Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-77	36
33	Frozen citrus juices: Per capita consumption, product weight and single-strength basis, average 1950-54 and 1955-59, annual 1960-77	37
34	Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59, annual 1960-77	38

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